

SCHOOL OF BUSINESS ADMINISTRATION
Boston University
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his own "legitimate territory."

Such being the situation, the Williamson company did not expect the local dealer to get very much excited over its advertising. The retailer could not be stocked on the strength of the advertising. He had no faith in the practicability of the plan. He had to be shown, and that took time. So at first all the work had to be done on the consumer. The retailer, as far as getting his co-operation was concerned, was out of it. The only way his help could be enlisted was to prove to him that there was not only consumer-interest, but also consumer-demand.

This is why inquiries were solicited. Enough of them had to be obtained to make an impression. Furthermore, as many as possible of them had to be turned into actual sales so as to prove to the dealer that the inquiry represented more than curiosity.

Since the Williamson people were building a furnace which was distinctly different from the old-line heater, they had exclusive features to talk about. This difference was not in appearances only, but in fundamental mechanical principles. Instead of burning the fuel from bottom upward, this furnace was built to burn from the top downward, the fuel being fed into the firepot from beneath.

To sell the Underfeed furnace even in the local market, it was claimed, was not primarily a matter of price competition and the mere splitting of hairs as to structural details. The price was necessarily higher than the price of others, and the market was naturally more restricted numerically and correspondingly more exacting. But, nevertheless, the experience of a few years proved conclusively that the Underfeed furnace filled a specific want. It made good in the local market and with a class of buyers who had not only the desire but the ability to pay a somewhat higher price in order to secure the advantages claimed for it. It was this that suggested the idea of national advertising.

If this furnace was good in Cincinnati, why should it not be equally satisfactory in Spokane? If the Ohio home-owner felt impelled to write a letter of enthusiastic praise and to volunteer the information that his fuel bills had been cut in half, why should not the manufacturer pass this testimonial on, through advertising, to the home-owner in New England or in Texas or in Dakota?

TWELVE YEARS' EXPERIENCE WITH TESTIMONIALS

That "a satisfied customer is the best advertisement" thus became the keynote of the advertising, and since 1904 the furnace has been featured in leading publications of national circulation, the emphasis of practically every advertisement being laid on the saving of one-half to two-thirds of the fuel bill, backed up by the testimony given in the shape of a letter from a prominent owner. Very often an illustration of his home is shown.


When this advertising began to appear the manufacturers knew that they could not expect to cash in one hundred per cent on their good inquiries, feeling certain that the local dealer or builder would in the great majority of cases use his influence to induce the prospect to install a heating plant for which he was the agent. It was manifestly out of the question for the home office to send a salesman a thousand miles to follow up a prospect and, in case of landing the order, to transport a crew of men to make the installation.

To overcome the obstacles presented by the local dealer and to convert him to the cause was the big merchandising problem encountered. Very early it became apparent that the large cities presented the greatest difficulties, not only because of the more intensive competition there, but also for other reasons not necessary to mention here. Therefore, it became advisable for the new advertisers to direct their appeal to the towns and smaller cities.

Publications of national circulation naturally produce inquiries

The AMPICO

Reproducing Piano



LAST October at the Hotel Biltmore, Leopold Godowsky, one of the great pianists of all time, appeared in the first of a series of "comparison concerts" with the Ampico Reproducing Piano.

The Ampico gave Godowsky's encores—and it reproduced, with absolute fidelity, the delicate characteristics of the master's interpretation.

The advertising campaign devised by this company for the American Piano Company aims not only to announce the Ampico to music lovers, but to make it possible for them to hear it play.

THE H. K. McCANN CO.

New York
San Francisco

Cleveland
Toronto

In New York at
61 Broadway

from widely scattered territory, and among these the smaller town inquiries are usually more numerous than those from the bigger cities. Then, again, the small-town merchant as a rule does not carry a large stock of merchandise of this kind on his floor. He is, therefore, not tied hand and foot to an investment that must be turned over quickly, regardless of the best interests of his customers. A specific inquiry for an advertised commodity such as a furnace, when placed in the hands of a dealer of this kind, stands a much better chance of being properly handled than an equally good lead when referred to a large dealer in a metropolitan market.

ADVERTISING HAS ALWAYS SOUGHT INQUIRIES

The manufacturers of the Underfeed never deluded themselves with the idea that they could stampede the dealers by national publicity and force the distribution for their product by the sheer weight of advertising unsupported by efficient co-operation. They were not investing their advertising money in intangible futures or posthumous good will. What they wanted was inquiries and plenty of them with which to bombard their dealers. They realized that it would not be sufficient merely to urge the prospective buyer to consult his dealer and in case of inability to secure the furnace to write direct to the home office. They believed in the proverbial bird in the hand.

For this reason Williamson advertising has always been inquiry advertising. Mediums were selected only after the most careful study and analysis of circulation, not only as to quantity, but also as to quality and as to distribution. Every medium is under the necessity of producing traceable returns, and, failing of this, no argument as to prestige, dealer-influence and good will can avail to secure a renewal of a contract.

Every advertisement is keyed and counter-keyed. In this way every inquiry is traced and credited to the publication from which

it is derived and to the particular advertisement which called it forth. The copy is not a matter of guesswork. Theory as to the abstractions of psychology and the mysterious subtleties of art and headline have no interest to this advertiser. Results are the only things that count.

The morning mail brings in an inquiry from a man in a town, say, in Oklahoma. The return mail carries a reply, together with carefully prepared literature supported by an array of convincing testimonials.

If the inquiry is from a community in which the company has regular dealer-representation the local dealer is immediately advised and urged to follow up the lead.

If there is no Underfeed dealer in the territory from which the request is received, and no preference as to dealer through whom the prospect desires to have installation made is indicated, the home office, without mentioning the name of the prospect, advises the most desirable dealer in that territory that such an inquiry has come to hand and offers to put the lead into the dealer's hand on condition of the dealer's willingness to lend his co-operation.

But if the favored dealer has been indicated in the original inquiry a letter is sent to him by the same mail that carries the acknowledgment to the prospect. This letter frankly tells the dealer the name and address of the inquiring party; thus immediately disarming any possible suspicion that the retailer may harbor as to the attitude of the company. It is more than fair to the dealer, because it places in his hands an opportunity to handle the lead in any way that he sees fit, regardless of the interests of the advertiser. It is an evidence of a desire to play fair, and in a gratifying percentage of cases it is rewarded by equally honorable treatment at the hands of the dealer.

But this does not imply a supine surrender of the advertiser's rights. The dealer already knows this particular make of furnace

(Continued on page 129)

The small town woman

is a careful student of merchandise. Not as she finds it in the local store where she knows the stock rather better than the owner of it, but in the columns of NEEDLECRAFT.

1,000,000
Circulation
Guaranteed

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

Member Audit Bureau of Circulations

Facts About Advertising Which a Government Investigation Should Consider

A Bird's-Eye View of the Place of Advertising in the Economic and
Social Scheme of Things

By Henri Rigaud

Of Parfumerie Rigaud, Paris and New York

PRINTERS INK, in the December 14, 1916, issue, draws advertisers' attention to an attempt on the part of so-called reformers interested in the "high cost of living" to investigate advertising irregularities inimical to the public weal. Such muck-raking upheavals, in many instances, benefit chiefly only the promoters of such movements.

Before discussing the subject it is well to bear in mind that while at first sight it may not appear to have any direct bearing, the momentous and radical change in economic conditions now taking place as a consequence of the European war has given a new impetus towards socialistic collectivism, and is tending to affect all commercial activities, including the advertising field.

Military collectivism has been forced on all the belligerents, and economic collectivism will undoubtedly follow the war. Whether this will be for better or for worse for advertisers is a matter which the next generation will learn, but a socialistic experiment will undoubtedly be tried out in Europe and in this country. Concession after concession will be wrung from our capitalist classes with a corresponding leveling down of social conditions, which may seriously arrest progress in everything but material necessities of life.

The projected legislation liable to affect publishers and advertisers is, therefore, only one of the signs of the times. It is quite within the range of possibility that enterprise of all kinds will shortly receive such a severe shock that improvements, inventions, luxuries and comforts, due to the indi-

vidual efforts under such democratic and individualistic institutions as now obtain in Great Britain, France, Switzerland, Belgium and Italy, in Europe, and in the United States and Canada, on this continent, will be checked by extreme legislative methods through taxation of the capital of individuals and corporations. Then advertising will cease!

We must, in fact, face the probability that vast economic changes will include government control of practically all business enterprises. In its foreign relations each State will then become, as it were, a sort of commercial collectivistic undertaking, competing with other States, just as individuals and corporations at home and abroad now do.

Foremost among the various forms of agitation liable first to affect advertisers is the effort made to raise the second-class postal rates, with the object of fixing the responsibility of the high cost of living on advertising. If such agitation should be successful it would render advertising less effective and throw on producers the burden of increased cost of marketing goods.

This question of Government interference and penalization of advertising is, at first sight, one which chiefly concerns publishers and those interested in making commissions out of advertisers. As advertisers we should all be glad to be relieved of the expense and trouble which advertising entails, for we all do it simply because conditions force it upon us; but if we are to be attacked by pseudo-economists, urging that advertising increases the cost of merchandise to the purchasing

Every line of advertising appearing in the Brooklyn Standard Union is paid for in cash.

Under no circumstances does this newspaper trade space for merchandise, transportation or hotel accommodations.

public, we must in self-defense cooperate with the publishers in an effort to sway the public opinion in our favor.

So many serious adverse conditions connected with the marketing of merchandise have arisen in the last twenty years that it is quite impossible for progressive manufacturers to dispense altogether with advertising. To mention but a few of these difficulties: the chains and the mutual purchasing syndicates of dry-goods houses are organized to prevent as much as possible the introduction of new lines; many firms give commissions to their employees in order to stimulate the sale of "own goods," so that it has become imperative for proprietors of special lines to force the sale of their wares through the purchasing public in order to overcome handicaps which are employed by retailers and jobbers.

Advertised goods may not allow of the same profit to dealers as cheaper grade substitutes, and the public on this account would be deprived of an opportunity of getting them were it not for advertising! Advertising sends customers into stores and relieves the dealers of much of the labor of selling their wares; at the same time it curtails dealers' profits, hence their opposition to advertised goods. After all, this is a short-sighted policy, because the tremendous effort made to substitute more profitable but inferior goods does not compensate for rapid turnover and reasonable profits which advertisers assure the dealers, who are wise enough to be content to furnish what is called for and easily sold.

For the reasons given it will be readily understood why even the most expert salesman finds great difficulties with the introduction of any line which is not advertised and wholesaled on a basis which allows the manufacturer a fair profit. It would, in our opinion, be difficult to persuade any commission to accept PRINTERS' INK's claim that advertising actually reduces the cost of merchandise. A more correct statement would be to say that

advertising does not increase the cost of merchandise to the public.

We may safely say—and with new hope for consideration from a commission and sympathy from the purchasing public—that we admit that the ultimate consumer does pay for the advertising; but in justification for our existence we can maintain that advertising does not increase the cost to the buyer, although it does restrict the dealer's and jobber's profits to a reasonable margin.

The object sought in commerce is profit, not sentiment, and the modern trader obtains his profit only by scientific organization and by increasing his turnover as rapidly and as economically as possible, and it is only by the adaptation of such strenuous methods that enterprises can succeed.

Buyers look for immediate and large profits, so that the best pieces of merchandise manufactured have little chance of reaching the consumer on their merits in competition with inferior goods, which yield to the retailers a larger percentage. Where a manufacturer is unable to give "bonus goods," "goods on memorandum" or adopt other schemes by which the best standard lines are displaced or kept beyond the reach of the purchaser, his competitor, making an inferior article, has a distinct advantage.

Experience proves that no matter what be the amount of advertising spent on an article of inferior quality, it will not pay in the long run. The manufacturers of brands such as Lea & Perrins' Sauce, O'Sullivan Heels, Sapolio, Dunlop Tyres or Mary Garden Perfume cannot afford to give other goods than those they originally put out. This the public knows and believes and is therefore willing to pay for good value.

Branded, high-grade advertised articles have been the pioneers of many industries which add to the comforts and necessities of modern civilization, and if progress in this direction were left to the dealers, the public recognizes that the dealers would consult their own profits before considering the advantages to the consumer.

More than 1,000 advertisers convinced
by actual test that this work brings the

Highest Class inquiries

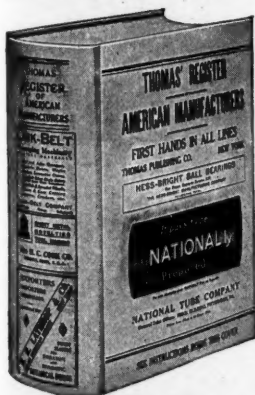
at lowest cost per inquiry.

One insertion brings returns continuously throughout the entire year thereafter.

The *only* publication that many of the largest buyers in the United States and abroad ever use to find sources of supply.

They buy this Register especially to save the time and trouble of looking elsewhere.

MEMBER A. B. C.



Aggregate Capital of concerns who
are using the last edition as their
purchasing guide, more than

\$12,000,000,000

The Equivalent in
Purchasing Power of

**120,000 Subscribers of
\$100,000 Capital Each**

Advertising that does not
appear in this work *dodges*
thousands of the biggest
buyers. It is absent from
the only place where they
look.

Issued only once a year, but is
used by buyers thousands of
times each day in the year.

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day. Instantly shows who makes any special brand or trade name. Many other exclusive features of value to buyers.

Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON,
Albion Sq.
Tel., Brighton 1490

CHICAGO,
20 W. Jackson Blvd.
Tel., Har., 2366

SAN FRANCISCO,
311 California St.
Tel., Sutter 4604

LONDON,
24 Railway Approach

Stamped "Window" Envelopes Are Coming

Stamped "window" envelopes will be placed on sale by the United States Post-Office Department this spring, the exact date not having as yet been determined. The "outlook" envelopes with stamps imprinted thereon will be supplied in all the popular commercial sizes. Advertisers who recall how lukewarm, not to say actually antagonistic, the Post-Office Department has been toward these envelopes will be interested to learn of the new attitude.

Meanwhile, users of Government envelopes who have had occasion to renew their supplies since February 1st have found that the era of rising costs has extended its influence to this class of stationery. Under a new schedule of prices lately announced advances are shown in the quotations on practically every item in the list of thirty-two different styles, sizes and denominations of stamped envelopes and newspaper wrappers comprised in the stock carried by the Post-Office Department. The advances vary in amount according to the type of envelope, but the average advance is about forty-three cents per thousand. Like many a shrewd advertiser, however, Uncle Sam justifies the advances just announced not so much by rising costs of manufacture as by an improvement of quality. The stamped envelopes put out at the new prices are made of heavier quality of paper and, in deference to demand from many business houses, the envelopes are cut with higher backs in order to facilitate secure closing of the flap if the enclosure be bulky or bulging.

Frank W. Nye Acquires Interest in Churchill-Hall

Frank W. Nye has acquired a substantial interest in Churchill-Hall, New York advertising agency, and joined that organization on Tuesday, February 13th. He will take the place of the late C. E. Churchill and will conduct the agency without making any change in its present personnel.

Mr. Nye has been advertising manager of *Today's Housewife*, formerly *Today's Magazine*, for over three years, prior to which time he was manager of Butterick's New York advertising office.

H. R. Reed, formerly of the *Housewife*, has succeeded Mr. Nye as advertising manager of *Today's Housewife*.

Among the accounts of Churchill-Hall are Revillon Freres, Boston Woven Hose & Rubber Company, A. A. Vantine & Company, Edison Phonographs, E. P. Dutton & Co., Cousin's Shoes, Westinghouse, Church, Kerr & Co. and Wm. E. Wright.

San Francisco Wants 1918 Convention

Delegates from San Francisco will attend the St. Louis convention of the A. A. C. of W. in June determined to take the convention to their city next year.

"Advertising Lowers Distribution Cost"—Convention Topic

The National Programme Committee of the Associated Advertising Clubs of the World, which has in hand the preparation of the programmes for the St. Louis convention in June, has decided upon the keynote upon which all the proceedings are to be based. This will be "Advertising lowers the cost of distribution." The topic will receive the attention of the members both in the general and in the departmental sessions. The speakers who are to be invited to discuss the topic will be selected for their ability to present strong arguments in the clearest and most forcible manner.

Moreover, the members of the committee are in favor of cutting down the number of addresses to a minimum in order that the programme shall be less unwieldy and less confusing than in former years.

The committee as at present constituted consists of Jewell E. Pratt, chairman, New York; William C. D'Arcy, president D'Arcy Advertising Company, St. Louis; E. T. Meredith, publisher *Successful Farming*, Des Moines; O. C. Harn, advertising manager, National Lead Company, New York; Rowe Stewart, advertising manager, *Record*, Philadelphia; Jesse H. Neal, secretary Associated Business Papers, New York; William G. Rose, business counsel, Cleveland, and A. E. Chamberlin, of Knill-Chamberlin, Chicago.

Retail Stores to Sell Small Denomination Bonds

Ingalls Kimball, of the Corman Cheltenham Company, New York, is president of the National Thrift Bond Corporation, incorporated last week. The company will offer for sale, through various kinds of retail stores, small-denomination certificates based on municipal, county, State and national bonds. "Thrift bonds" will be offered as low as \$10 and will be sold by department stores, cigar stores, drug stores, etc.

Among the directors are Jesse I. Straus, of R. H. Macy & Co.; Darwin R. James, president of the American Chic Co., and Lindley M. Garrison, former secretary of war.

General Roofing Company Changes Name

The General Roofing Manufacturing Company will hereafter be known as the Certain-teed Products Corporation, the change in name coming about as a consequence of a reorganization and expansion of the business recently perfected. Under the reorganization plans the Mound City Paint & Color Company and the Gregg Varnish Company, both of St. Louis, and the Lockport Paper Company, of Niagara Falls, are purchased. The headquarters of the new concern will continue in St. Louis.

Stop! Thief!!



VENICE OF AMERICA

ABBOT KINNEY COMPANY
29 WINDWARD AVENUE
VENICE CALIFORNIA

12, 12, 1916

Editor, Cosmopolitan Magazine
119 West 40th, Street
New York City, New York

DEC 19 1916

Dear Sir :

Please to find enclosed a clipping which was taken from the Los Angeles Examiner of December 12th, 1916. Thinking that it might be of some interest to you I have taken the liberty of sending it.

Great 'Cosmopolitan' Sales Tempt Thief

Nicholas Merola, 17, a street musician, stood at Seventh street and Broadway Saturday morning and saw the clerk at the Fred Barman cigar stand reap a small harvest through the sale of magazines. Yesterday Merola was arrested by Patrolman W. E. Hull, charged with stealing a large bundle of Cosmopolitan magazines. He told the officials in the Juvenile Bureau at the Central Station that he stole Cosmopolitans because he found more of them were purchased than any other magazine at the cigar stand. He is being held at the city jail.

I have the pleasure to remain,

Sincerely yours,

Jas T. Brown

We can hardly blame Nick; he did what thousands do every month—only he went into the wholesale business.

Didn't we always say that Cosmopolitan is begged, borrowed or stolen more than any other magazine?

Definite Returns to Advertiser of the Character of People **THE RED BOOK** Pays Advertiser

THE RED BOOK MAGAZINE THE GREAT SHOP WINDOW OF AMERICA

Summer-Time Kimonos

MADE with the newest styles in the art of Japan, and worn and loved by the Japanese, these kimonos are the most beautiful and comfortable known to the world. They are made of the finest quality of silk, and are so light and cool that they are perfect for the summer months. They are also so comfortable that they are perfect for the winter months. They are made in a variety of colors and designs, and are so beautiful that they are perfect for the most discerning eye. They are also so comfortable that they are perfect for the most active life. They are made in a variety of sizes, and are so perfect that they are perfect for the most active life. They are made in a variety of colors and designs, and are so beautiful that they are perfect for the most discerning eye. They are also so comfortable that they are perfect for the most active life. They are made in a variety of sizes, and are so perfect that they are perfect for the most active life.

Panama Hats

Wholesale and retail prices of Panama hats. The Red Book Magazine is the only place where you can find the latest styles in Panama hats. They are made in a variety of colors and designs, and are so beautiful that they are perfect for the most discerning eye. They are also so comfortable that they are perfect for the most active life. They are made in a variety of sizes, and are so perfect that they are perfect for the most active life.

New Catalog Is Ready

Write For Your Free Copy Now

ILLUSTRATED and described in thousands of Oriental designs of the most artistic and artistic style may be ordered by mail with the same assurance of satisfaction as through your personal representative. The only condition is that you must send us your name and address, and we will send you a copy of the catalog. The catalog is so beautiful that it is perfect for the most discerning eye. It is also so comfortable that it is perfect for the most active life. It is made in a variety of sizes, and is so perfect that it is perfect for the most active life.

Japanese Silk Wedding Robes

MADE by hand from finest silk, these robes are the most beautiful and comfortable known to the world. They are made of the finest quality of silk, and are so light and cool that they are perfect for the summer months. They are also so comfortable that they are perfect for the winter months. They are made in a variety of colors and designs, and are so beautiful that they are perfect for the most discerning eye. They are also so comfortable that they are perfect for the most active life. They are made in a variety of sizes, and are so perfect that they are perfect for the most active life.

Do Your Xmas Shopping by Mail at

Write To-day for This New Xmas Catalog

The Red Book Magazine is the only place where you can find the latest styles in Xmas shopping. They are made in a variety of colors and designs, and are so beautiful that they are perfect for the most discerning eye. They are also so comfortable that they are perfect for the most active life. They are made in a variety of sizes, and are so perfect that they are perfect for the most active life.

A-A-VANTINE & CO.-INC. 216 Ave. C, 2nd Fl., NEW YORK

ise an Accurate Barometer
op to read a Magazine +++ +++ +

MAGAZINE

end Pays Them Well



IRVING E. RAYMOND, Pres.

A. L. JOHNSON, Vice Pres.

FIFTH AVENUE & THIRTY NINTH STREET

New York Feb. 10, 1917

Mr. Ralph K. Strassman, Ad. Mgr.
Fifth Avenue Building
New York City

Dear Mr. Strassman:

Our list of national advertising mediums is naturally a very restricted one, because Vantine's merchandise interests only readers who have broad vision and who are selective in their desires.

We always include The Red Book Magazine in our advertising campaigns because your magazine has, for over five years, been a consistent and substantial value for us.

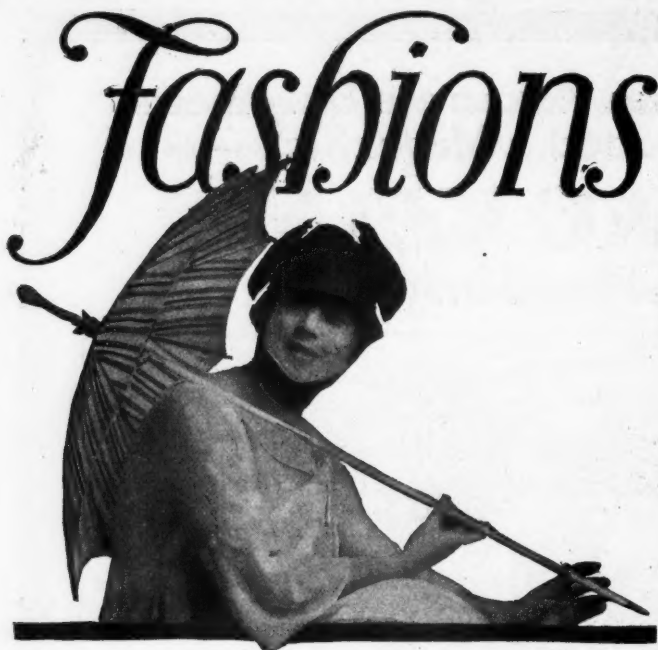
During the time stated The Red Book Magazine has carried more full pages of our copy than any other publication.

Very sincerely yours,

J. F. O'Neill

Advertising Manager

JON/LE



AS ANOTHER evidence of its determination to be of the greatest service possible to its readers, The New York Tribune announces a new fashion department in The Tribune Graphic. Three artistic gravure pages of authoritative fashions are now published every Sunday. They are edited by Mrs. C. T. R. Lewis, formerly Managing Editor of Harper's Bazar.

The Advertising News says The Tribune has one of the best arranged rate cards issued. A copy will be sent upon request

The Sunday Graphic (New York Tribune)

First to Last—the Truth: News—Editorials—Advertisements
Member A. B. C.

Inv

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verware and silver-plated soda-fountain supplies in such volume that it required the services of a large force of salesmen to dispose of them. But the goods were generally unbranded and business consequently was largely on a price basis. When competition developed, it became harder and harder to keep up with its record, as every live house wishes to do.

"We were willing to do almost anything to get our salesmen an easy entrée to buyers and make it possible for them to sell more goods," said L. E. Barnes, the sales manager, in describing the conditions.

The house had no special message for the buyers; that was the trouble. And a worse one appeared to be that there was nothing in the line about which to excite them. The buyers in this case mean the jewelers and department stores, which constitute the market for plated ware. Design and price were the two largest factors in the sale, and both of them counted only after the buyer could be persuaded to see the goods and compare them with the rival product. They could not make the doors fly open. And price competition constantly threatened to carry the business to ever lower levels.

The first conscious endeavor the company made to escape from this tyranny took the form of improving its designs. The quick response of the trade opened the company's eyes. It saw the way to distinction. In 1911, following the idea, but with its eyes still fastened on the factor of design, it brought out a line of novelties in a special metal finish, called Karnak Brass. The designs of these desk sets, smoking sets, calendars, fern dishes, clocks, etc., were suggested by a decorative motif taken from the Egyptian temple.

Being novelties, they carried a good margin of profit for the dealer. This, and the appeal of novelty and design, gave the house something special to make a noise about. It sent the trade an in-

troductory letter or two and a broadside, and when its salesmen took to the road they found a satisfactory harvest waiting them, both in the novelties and the more staple goods. It was the latter, of course, which the house had in mind to push hardest.

ONE SPECIALTY FOLLOWED ANOTHER

The success of the experiment emboldened the company to go further. Karnak Brass was followed next year by Viking Silver, and after that by Benedict Plate and other finishes. Each of the lines had its distinctive finish, historical motif and trade name. They had been started to secure prestige for the house and enable the salesmen to sell its big output of plated ware, but they were becoming an important element in the sales by themselves. The novelty of each year did not altogether displace the offerings of previous years; it probably even helped to keep them alive.

By the time the year 1914 was reached the company had learned a lot about the secrets of distribution. It had long studied the effects of the advertising done by the other silver-plating companies and had begun to think about entering the lists itself. It talked with an advertising agent.

The immediate result was a modest trade skirmish. Six mailing pieces, alternating with letters, carried the profit appeal to a list of 3,000 dealers. The campaign cost \$1,200 and more than paid for itself in mail-orders alone, to say nothing of the excess business closed by the salesmen.

These solid results and the prestige which was felt to accrue determined the company to carry the experiment still further. The following year it brought out a new line called Athenic Bronze. Six thousand dealers, or twice the previous number, were bombarded with trade matter, and to move things along the latter part of the year medium sized space was taken in several women's publications.

This was the house's first essay in consumer advertising. It was

still the novelties that were being pushed and still the more staple lines for whose benefit chiefly it was being done. The novelties were developed and brought forward, it will be recalled, because there was nothing in the old lines sufficiently distinctive to offer a leverage for exploitation. All this was done with an eye to the dealer.

Now when it came to the consumer the conditions were relatively the same. The various novelty designs and finishes were interesting enough, but were they sufficiently distinctive in comparison with scores and hundreds of other novelties, some of them advertised, to sell advantageously during a short holiday season? They might be, but why take a chance? Not merely the success of the novelty, but the prestige of the whole Benedict line and the good will of the trademark were, in a measure, at stake.

Accordingly, a coupon offer was attached to the ads in the women's publication. To anyone returning the coupon with her own and her dealer's name given would be presented free a paper knife of Athenic Bronze, the metal finish advertised. This was the distinction-creating device evolved. Through the stratagem of promising something for nothing, the woman was influenced to read the ad carefully, write for the knife, handle and examine it when it arrived, remember the name of the finish and either visit the store to see the line, or recall it when she did pay a visit and see it.

INQUIRIES WERE AMMUNITION FOR SALESMEN

The plan worked to a charm. The few ads are said to have pulled no fewer than 27,000 requests for paper knives. With the latter when they were sent out went a pleasant message from the house. It was astonished to receive in return hundreds of letters of acknowledgment. Women wrote that they had been so pleased with the gift that they had gone down to their dealers

and bought a clock, or vase, or desk set of the same finish.

These letters and the original requests were turned over to the Benedict salesmen to refer to the stores, or sent the latter direct. In some cases as many as 500 coupons went to one store. Backed by the advertising and bearing such substantial tokens of its power as these letters, the salesmen had no trouble in "wedging in" any of the stores, and opened many new accounts.

"In 1914," said Mr. Barnes, comparing results, "our sales were below the ten-year average. In 1915, the first year of the increased advertising, our sales were the second largest in the history of the company. It is true that general business conditions were better and that our export business also showed an increase, but it is undeniable that the advertising did much to spur our salesmen and dealers to greater efforts."

The company had thus fairly launched its advertising campaign and, thanks to the employment of the same principle of picking a novelty to advertise and give point to the campaign, it had continued to register success.

For the campaign last fall several improvements were planned. Nothing better could be found for distinction, it was thought, than the premium offer. But a variation was planned that had several advantages. The advertising bait chosen was a perpetual calendar in Athenic Bronze. It had been regularly sold by dealers for 55 cents, but was offered to the readers of the advertising at 25 cents. They were to get it at their dealers instead of sending to the advertiser. That was an arrangement that pleased the dealers, who also found it agreeable to receive a profit on the calendar.

More sales strategy was worked out in connection with the ladies' visit to the stores. Several different kinds of display were made, all of which were described to the dealer in a campaign booklet, and the visitors themselves un-

consciously, but, according to plan, were led to make interesting demonstrations. A shelf or mantel was provided, with several ornaments ranged on it. A showcard informed the public that certain arrangements, not mentioned, were alone artistically correct. Ladies were invited to satisfy themselves as to the truth of the statement, and, of course, when thus challenged, could not resist the temptation to try. Each was promised a descriptive booklet if she succeeded, and naturally received it, anyway. The purpose of the demonstration was to get them to take the ornaments in their hands and thus examine them.

The periodical advertising last year reached 6,230,000 readers with fairly large space. It was explained in advance through an eight-page circular to 8,000 dealers. They were to have the somewhat unusual profit of 50 per cent (on the selling price). Several trade helps were provided, among them a novelty catalogue associating the line by photographic reproduction with Berkey & Gay furniture.

Another was a circular letter carrying a booklet and Athenic Bronze paper knife for the dealers to send their mailing-list, at ten cents per name. Quite a number of dealers had tried it the year before and on the report of their experience several hundred dealers were induced to give it a wider test, with the best of results.

The dealer campaign, like that on the consumers, proved the best ever conducted by the house. Before last year it had never been found possible to sell the trade before July. The advertising and trade work last year started the dealers buying as early as May 1. That moved the manufacturing season back two months, and by so much assisted the company's determination to make the specialties a year 'round proposition. The season starts even earlier this year.

These effects as well as the in-

creased sales are the fruit of the campaign for distinction. It has procured the salesmen easy access to the dealers. The latter's co-operation for the whole line is enlisted by the interesting manipulation of the specialties by the company for their benefit. And the Benedict trade-mark is taking its place in the public consciousness. It might have been possible to secure the same results by advertising the plated ware outright, even in the face of competitive advertising, but it would have called for many times the appropriations actually made, and left the company without the peculiar distinction which it enjoys.

Congressional Hearing on Liquor Advertising

Interests that object to any curtailment of present privileges with respect to liquor advertising pleaded their case energetically last week before the Post Office Committee of the United States House of Representatives. Facing them, and equally resolute have been representatives of various temperance and anti-saloon organizations that would close the mails in "dry" territory to liquor advertising in any and every form.

The hearing is upon an Act which has already passed the Senate and which is reputed to have such chance of acceptance in the House that foes of the proposal are thoroughly aroused. The Act would amend the postal laws by making it unlawful to deposit or transmit in the mails any letter, postal card, circular, newspaper, pamphlet or other publication of any kind containing any advertisement of spirituous, vinous, malted, fermented or other intoxicating liquors of any kind. By an amendment accepted in the Senate the Postmaster-General is directed to make public from time to time in suitable bulletins or public notices the names of States in which it is unlawful to advertise liquors.

Difficulties that would beset advertisers in "localizing" their campaigns as the Act seems to prescribe were dwelt upon at length in the hearings. W. L. Crounse, representing the National Wholesale Druggists' Association, protested against the passage of the bill without an amendment that would protect the drug trade from inconvenience. Herman Gamse, of H. Gamse & Bro. of Baltimore, appeared at the head of a delegation of printers, publishers and lithographers who opposed the bill on the ground that it would result in the loss or serious curtailment of their existing business in supplying advertising matter for the use of distillers and brewers.

Metal Mines and Refineries Are Buying Big Right Now

Every pound of copper produced in 1916 was sold during the same period.

What is even more remarkable is the fact that the prices at which copper and the other metals were sold enabled the mining and metallurgical companies in the United States to pay dividends during that period that *exceeded those paid by the railroads.*

This intense prosperity is indicative of the activity and conditions that now mark the metal mining and refining industry.

Increased production is the result, which in turn means *increased consumption* of equipment and supplies.

The metal mines and refineries are buying—and buying *big.*

There is just one way to reach these buying units effectively, economically and continuously.

That one way is through the medium of the paper that is the recognized authority on metal mining subjects—that is read by and has the confidence of the men who buy or influence buying—that reaches these buyers every week, wherever they may be—that covers all mining districts throughout the world thoroughly.

This paper is the—

ENGINEERING AND MINING JOURNAL

With which is consolidated Mining and Engineering World

The World's Leading Metal Mining Paper

Hill Building

New York City

What Constitutes Mail Order Advertising

Since our announcement last week that mail order advertising has been eliminated from *The Delineator*, *The Designer* and *The Woman's Magazine*, we have received many inquiries for further information from advertisers and agents. Scores have written or wired us asking if their accounts would be accepted in our columns.

We have excluded mail order advertising of products that are customarily sold through retail stores. Where goods are not suitable for distribution through local merchants, such, for instance, as correspondence courses, these accounts are acceptable for our magazines, subject to our usual rules of censorship.

Several advertisers who have only a limited distribution have asked if they were to be excluded from our columns.

If goods of such advertisers are made available for distribution by retailers, their advertising will be accepted by us.

Take, for instance, a firm which has comparatively few dealers or in only one section of the country and sells direct to the consumer by mail in territories where as yet it has no dealers. If that firm is desirous of wider retail distribution and offers its goods to retailers generally, its advertising is acceptable to us.

Statements in advertisements that "if your dealer does not have it, order direct from us" we regard as legitimate.

It may be well to mention that mail order advertising has never been accepted by the Butterick Quarterlies.

Butterick

NEW YORK CITY TELEPHONE DIRECTORY

"Everybody looks in the Telephone Books~"

And they *keep looking*, too,
—2,000,000 times a day in
the New York City Telephone
Directory alone!

700,000 copies "on the
job" day and night give
your ad *1400 chances a
minute* of being seen.

How about an interview?

New York Telephone Co.
Directory Advertising Department
15 Dey Street, N. Y. City

PROFESSIONAL MAN

BUSINESS MAN

IN THE HOME

IN THE HOTEL

IN PUBLIC BOOTH

IN SOCIETY

THE STOREKEEPER

THE WORKMAN

AMERICAN TELEPHONE & TELEGRAPH CO.
LOCAL LONG DISTANCE TELEPHONE
BELL SYSTEM
AND ASSOCIATED COMPANIES

Tests of Fitness to Keep Before the Salesmen

Analysis of What the Effective Salesman Should Do and Should Know

By F. H. Wellington

General Manager, South Bend Watch Co., South Bend, Indiana

[EDITORIAL NOTE: Here's a survey of the points that make up a good salesman in which the word psychology doesn't occur. It's shop talk of the plainest kind, and doubtless the traveling salesmen of the company who were gathered at the convention in January understood every word of it. The talk is a preachment, but without the preachy flavor. Bromides and all, the several points provide plenty of material to any sales force for a healthy test of itself.]

SINCE my connection with this company, some two years ago, I have talked with some of you men regarding your efforts and you have sometimes asked me what I would do if I were a salesman working under the same conditions that you are working under. I am going to set forth a few of the things that I would do, none of which are copyrighted by me, and none of which I consider unreasonable.

If I made up my mind to become a watch salesman, I would first satisfy myself that the merchandise I was to sell was the best on the market, as to

- 1st—Quality,
- 2nd—Price,
- 3rd—Business Policy.

I'd satisfy myself that the organization with which I was to connect was one that I could conscientiously work for and respect.

I'd learn my line and also all of my competitors' lines, in detail, and know exactly what I had to offer in the way of models and prices, as compared with the other fellow.

I'd school myself in approach and try it out from all angles, selecting the one that produced the best results.

I'd standardize my sales talk and present it clearly and distinctly, eliminating useless words and refrain from the use of slang.

I'd try to be a high-class, dig-

nified salesman and win the respect of my customers.

I'd follow up every lead given me by a customer, and try to cite to him an example of where some of my other customers had profited by the same situation.

I'd keep in touch with my trade at all times, and I'd cultivate the acquaintance of everybody in the store, remembering that the clerks and repair men of to-day become the dealers of to-morrow.

STUDY THE DEALER, AND BECOME HIS FRIEND

I'd carry a memorandum book arranged alphabetically in which I'd write the name and hobby of every jeweler, watch-maker and clerk in my territory.

I'd put my business on a friendship basis just as soon as possible by catering to the friendship of everyone with whom I came in contact.

I'd keep a suggestion book and pass on suggestions that I considered of value.

I'd endeavor to command every interview.

I'd learn the place to get enthusiastic, the place to get solemn, the place to bang my fists on the jeweler's counter, and the place to shut my mouth and keep quiet.

I'd defend my house to the last breath.

I'd remember where my paycheck came from.

I'd develop a personality—by knowing my business.

I'd be particular about my personal appearance.

I'd have a clean collar and a clean face every morning.

I'd be particular about my sample line, about my personal letters.

I'd be careful of my conduct so as to leave no chance for criticism.

I'd keep a careful record of my sales, and also my expenses, and I'd figure my quota on a daily basis—and I'd get it every day.

I'd follow instructions from the house implicitly and co-operate with all departments.

I'd consider myself the representative of the business in the territory where I traveled and act accordingly.

I'd work six days a week, of at least ten hours per day.

If I was unable to sell goods on Saturday I'd endeavor to make personal sales for the jeweler. Or I'd volunteer to wait on trade in the store, or help trim a window, or shovel snow off the sidewalk, or do anything else that was necessary to make the jeweler think that I was not such a bad sort of a fellow.

I'd never resort to deceitful practices, but on the other hand, I would try hard to avoid being deceived.

I'd try to learn to know the difference between an honest man and one who wished to use me for a purpose.

I'd have a purpose in view for each man I sold—to build him up if he was weak, to encourage him if depressed, to give him a broader view of business and life, and make him successful by using his own resources.

I'd keep posted on current legislation, not only in order to avoid pitfalls for my house, but to be of assistance to my customers in avoiding them, remembering that "ignorance of the law excuses no man."

I'd get my buyer's name on every order that I took, and would get down on paper any other agreements or understanding that may have been made.

If my order was rejected as a bad credit risk, and I considered the man worth while, I'd keep on trying to sell him, but on a cash basis until he established himself and fulfilled my expectations.

I would not violate the spirit of an order, but would avoid being technical.

I'd carry on my dealings with my customers and my house in

such a way that neither would ever suspect me of being tricky.

I'd never imply something that I knew could not be done.

I'd answer all my correspondence immediately, especially anything pertaining to matters affecting my customers' financial responsibility, peace of mind, or credit.

I'd guard the merchandise of my house as vigorously as I would dollars in my own pockets.

I'd use my utmost efforts to fit myself for my position, keeping myself in the best of condition, both physically and mentally, and thoroughly prepare myself so that if I were called into a better position I would feel ready and capable of filling it.

ASCRIBE TRUE VALUE TO DEALER HELPS

I'd try to impress the dealer with the value and expensiveness of the advertising helps with which my company supplied him.

I'd make known to my dealer that we maintain a special department at considerable expense to serve him.

I'd give him an idea occasionally as to what some particular piece of advertising would cost if he bought it from a local printer, as for instance, the little folder V 13 or V 14 which would cost him, say, \$10 or \$15 for a few hundred, while we furnish the same quantity free of charge with a small order of our merchandise.

I'd make every effort to keep my advertising samples clean and in good condition, and when they became soiled or worn I would ask for new ones and paste them neatly in the places of the old ones.

I'd avoid exaggerated statements as to the effects of national advertising.

I would not promise that it would drive customers into a store.

I'd show him how such advertising builds up the reputation and prestige for the line and the jeweler handling the goods is able to sell them more easily.

I'd show him how this worked

out to advantage with other dealers in my territory, and tell him of the ever increasing demand for South Bend watches.

I'd be on the lookout continually for new talking points, and would carefully scrutinize each piece of printed matter that I received from the home office, particularly the house-organ, which frequently contains material that can be used in selling talks.

I'd do everything I could to build up a mail-order business in my territory, because I would realize that commissions on mail sales are so much velvet to me.

I'd see to it that my daily report, Form A 28, gave the sales promotion department every bit of information that I could get.

I'd be most painstaking in my efforts to have this report legibly written and contain the right sort of information.

I'd send in to the house suggestions, as I picked them up in my travels, that seemed to me to be worth considering.

I'd see to it that my route card was sent in in advance, so that my house would know where to reach me at all times.

I'd try to be cheerful and optimistic at all times, or at least to appear so to my trade, for it is the fellow with the cheery voice and the broad smile and the surplus enthusiasm that makes the best impression.

Such is my idea of being a salesman.

Dayton Manager of Bryan and Cusack

George H. Zahn has been appointed resident manager of the Bryan Company and the Thos. Cusack Company at Dayton, Ohio. For four years he has been sales manager of these companies in Cleveland.

Cleveland Ad Men Join Forces

The agency of Arthur C. Rogers and the advertising service bureau of William Henry Baker, both of Cleveland, have been combined under the name of Arthur C. Rogers.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Tuxedo Tobacco's New Campaign Based Upon a Sense Appeal

Every Piece of Copy by Simile or Suggestion Emphasizes Fragrance as a Selling Point

THE copy-writer who is called upon to prepare advertisements of articles that may be exploited through appeals to the sense of taste or smell often experiences considerable difficulty in conveying to the reader corrected impressions of what he had in mind. The English language is rich in expressive words, but even the pen of a master finds it next to impossible to describe the fragrance of a rose or the aroma of a cup of coffee in such a way as to convey an accurate idea of either one. You may string together the most expressive words and yet fail to give a correct conception of the qualities they are intended to describe.

A contributor to **PRINTERS' INK** a few months ago declared that

"an odor cannot be described—it can only be suggested—directly, by analogy, obliquely or by connotation." Perhaps it is for this reason that few series of advertisements have been based upon appeals to the sense of smell. Therefore, when such a campaign is undertaken on a large scale it is bound to attract attention.

The American Tobacco Company has recently launched a campaign of this character for Tuxedo—a smoking tobacco that has been for several years one of its popular advertised brands. During this period stress has been laid upon its various attractive qualities, but never upon its fragrance, as far as the company recalls. After studying the product from every possible angle, Jerome C.

Bull, who prepared the copy, concluded to base this entire series of ads, which were to be used in newspapers, magazines, street cars and posters, upon the idea of fragrance. It is easy for an experienced copy-writer to turn out, say, half a dozen advertisements having fragrance as a subject, but when it comes to suggesting 120 different notes of fragrance the task reaches interesting proportions.

While the work is not yet completed, its successful accomplishment is only a matter of a few weeks. The ads are constructed on a uniform plan of layout, and occupy full and half pages in a number of popular magazines. At the top of each one, and sepa-



**HOW do you know
the blossom's on the clover?**

"Your Nose Knows"

It's the fragrance that appeals, the fresh, pure fragrance of early spring fragrance is Nature's promise of delights to come. It's Nature's guarantee, too, of a thoroughly good tobacco. The tobacco with a clearly satisfying, pure fragrance is the tobacco for you. "Your nose knows."

No tobacco compares in pure fragrance with

Tuxedo

The Perfect Blend

It's the fragrance of Nature—the pure, sunny, Blue Grass fragrance of Old Kentucky where Tuxedo's rich, luscious leaves are grown and cured and blended and—"Your nose knows."

Try this test—Run a little Tuxedo lightly in the palm of your hand so bring out its full aroma. Then smell it deep—the delicious, pure fragrance will convince you. Try this test with any other tobacco and you will let Tuxedo stand as full on your judgment—"Your Nose Knows!"

Presented by
The American Tobacco Co.



Value Measured in Money Alone



Trade-Mark

Collier's is giving at present more than 288,000 circulation per dollar (minimum rate).

Solely on a money basis, without considering unusual quality, buying power and stability, Collier's Trade-marked Circulation is one of the very best values in the whole advertising field.

COLLIER'S
THE NATIONAL WEEKLY
NEW YORK CHICAGO BOSTON PHILADELPHIA



"What!—Use All Six Eggs In Just One Recipe!"

Mrs. Citycousin throws up her hands in horror at the thought of using all those precious eggs in one recipe! "Why, that would be ridiculous," says she.

Fifteen, twenty-five and fifty miles farther out from the city's residential section, however, we peep in at the country woman's kitchen and see her making all the good things that call for plenty of eggs, much butter and lots of rich milk and cream.

Mrs. Citycousin is paying exorbitant prices—you know how it is, and how your household bills are going up, month by month, and week by week. But Mrs. Countrywoman steps out of her back door and calls upon the corn-fed pullets, the prize-winning porkers and the sleek Jerseys for her table luxuries!

To the manufacturer of any product used by city and country people, pres-

ent-day conditions mean that city people's incomes make fewer purchases than ever before in history, whereas the farmer's dollar is larger than ever before. The farmer is the most independent man in America. He is the big possible buyer of ALL nationally-distributed merchandise, just as he is already the biggest buyer in many lines; automobiles, for instance.

He is the cash customer YOUR retailers can count on in a greater volume than ever before—if you will advertise your wares to him!

The efficient way to do this is to use The Farm Journal, of Philadelphia, now influencing 1,000,000 prosperous farm and village homes—the greatest farm circulation in the world!

You can staple-ize your product among this gigantic family. Now is the time to start. Prepare!

Valuable advertising and merchandising suggestions will be given you by your advertising agent. He will prepare a complete advertising campaign for The Farm Journal. He knows how to make this influence city dealers, country dealers and all your salesforce as well. Get in touch with him today.

The Farm Journal

Washington Square
Philadelphia

rated from the body matter by an ornamental rule, is a line-drawing which serves as a text for what follows. Then comes a question, followed by the phrase, "Your Nose Knows," in white block letters, the answer to which furnishes the argument, generally presented in the form of a simile. At the bottom of the advertisement on the right is a small reproduction of a package of Tuxedo tobacco, and to the left diagrams and directions for testing its fragrance. In all of the large page displays a strip picture designed further to illustrate the dominant idea runs perpendicularly along the left side.

There is a wide variety in the subjects discussed, but all are ingeniously tied up to Tuxedo. The reader's interest is aroused by so many different lines of appeal that the message is almost certain to find lodgment in the minds of all the classes of men it aims to reach.

SOME OF THE APPEALS TO THE SENSE OF SMELL

"Could anyone fool you on a rose, with your eyes blindfolded?" is the question asked by one of the ads. "By its fragrance alone does the rose make its universal appeal. 'Your nose knows.' Nor can anyone fool you on tobacco, either, if you rely on your unerring, personal sense of pure fragrance. Tobacco without a definite fragrance is like a rose without perfume. Tuxedo, the perfect tobacco, is the rose of tobaccos. Its rich, ripe Burley leaves, grown in the Blue Grass Region of Old Kentucky, are so carefully aged and blended that its pure fragrance is as individual, as appealing as the rose. There is no fragrance like it."

Another advertisement inquires, "How do you know dinner is ready?" and the answer, "Your nose knows by that appealing fragrance that comes in to you from food cooked just as you like it. Fragrance is a guarantee of delight to come. Trust the same sense of fragrance in the selection of a tobacco. Get its flavor,

whiff it close to your nose. If it has a pure fragrance it will always satisfy. Such a tobacco is Tuxedo," etc.

The picture at the top of one of the ads shows a man smiling at the odor of roasted peanuts proceeding from a street stand. This is followed by the question, "How do you know the Peanut Man is near? 'Your Nose Knows.' How irresistible the fragrance of the fresh roasted nuts! How it gets you! What an assurance of something you like! You cannot resist it. Trust it! Trust it in the selection of tobacco. The blend that appeals to you through pure fragrance will always satisfy. Such a tobacco is Tuxedo, the perfect tobacco for pipe or cigarette," etc.

Other questions that are asked and answered in the same attractive manner, reinforced by line-drawings and half-tones, are these: "How do you know it's a balsam pillow?" "How do you know it's a carnation?" "How do you know the steak is on the grill?" "How do you know a good cup of coffee?" There is a fresh appeal in each piece of copy.

The street-car cards, which are to be run in nearly every sizable city in the country, are of a striking character. One of them shows the picture of a man, blindfolded, holding beneath his nose a handful of tobacco, and carries only five words of text, "Test Tuxedo for Pure Fragrance." Fragrance is their keynote. In addition 24-sheet posters are to be liberally employed in many cities.

Plans for an extensive newspaper campaign are in the process of formation. Whether it will cover the entire country all at once, or whether the advertising will be concentrated upon those sections which have not thus far responded as generously as they should to the efforts of the company's salesmen, has not yet been determined. The copy will be similar to that used in the magazines, except that less space will be given to illustrations.

Concentrating the Advertisers' Best Prospects amid Maximum Fixed Wealth and the Highest Spending Incomes

YOU can route your advertising salesmanship in the richest section of this country through Farm and Fireside, just where maximum operating cost is concentrated in the highest producing area.

This section is the twenty States containing the most farm wealth, where the heaviest farmer demand solicits the greatest farmer supply.

Bank statistics show farmers to be the country's best sales prospects. Note:

In towns and cities there are
1,000,000 families worth over - \$5,000

In the country there are
6,000,000 farmers worth over - - \$6,000

Average income among city families - - - \$750

Average farmer income - - - - - \$2,500

These facts show farmers to be the richest prospects in this country.

The advertiser's problem is, then, to locate the greatest concentration of these buyers, and pick a circulation of maximum concentration among them.

FARM^{and}FIRESIDE circulation offers intense concentration of highest buying power, as shown on next pages

Where 84% of Farmer-owned Automobiles are Located



What proportion of fixed wealth and income is available for purchases by any given class?

The percentage of automobile ownership settles this question.

Applied to farmers, this gauge determines their buying volume. It also maps out the territory of greatest sales possibilities for all farmer-consumed goods.

By virtue of greater average wealth and higher average income, such a map logically outlines the true purchasing Money-Belt of America.

Statistics show that in 1915 farmers bought half the entire American automobile output, costing over \$350,000,000.00.

Eighty-four per cent. of these automobiles were bought in the twenty red States.

Distribution of 74 FARM & FIRE INSURANCE Preferred Circulation



Farm and Fire Insurance lists show concentration of subscribers in twenty States.

In these States, containing four per cent. of farmer-owned property, ninety-one per cent. of charge is concentrated.

This gives advertisers an over efficiency-concentration within the country's richest sales area.

It definitely settles the map of concentration of buyers.

It also settles the circulation of advertising power concentrated among these buyers.

On of 74.5% of
@ FIRESIDE
ed circulation



side lists show a heavy
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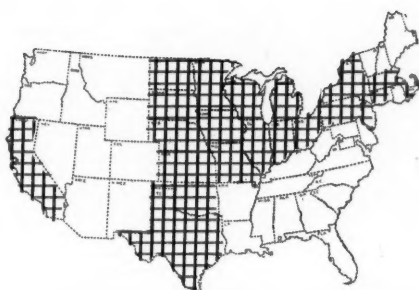
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Exact Register of Both



Lay one of these maps on the other.
The red, automobile concentration, and
the purple, Farm and Fireside concen-
tration, will **match to a line.**

This true register is more than an acci-
dent or coincidence.

Based on sound business principles, it
represents a co-ordination of supply and
demand, significantly established by
farmers themselves.

The volume of subscriptions received
from this rich section is an endorsement
of Farm and Fireside as a preferred
intermediary between the farmer and
your goods, under the law of supply
and demand.

The third map shows how Farm and
Fireside circulation matches, State by
State, the concentration of car buyers—
this in the richest farming section of the
wealthiest country among nations.

Automobile Manufacturers Know the Answer

To completely prove a case by car ownership, one more element is essential. It will either clinch or greatly weaken our claims.

You would say that actual space used is the only real endorsement that can be given to advertising claims.

You may ask: "What corroboration does the Automobile Industry give to your promise?" The answer is this table:

21 Classifications of Advertising in Farm and Fireside, 1916

	LINES 1916	PROPORTION
Autos.....	81,095	_____
Accessories.....	11,800	_____
Tires.....	22,076	_____
Men's Clothing.....	13,850	_____
Household Miscellaneous.....	11,023	_____
Food Products.....	17,091	_____
Dairy Sup. and Barn Equip.....	15,869	_____
Stock Food and Remedies.....	14,365	_____
Farm Implements and Mach.....	14,817	_____
Engines.....	14,245	_____
Incubator, Poultry and Sup.....	9,841	_____
Paints and Varnishes.....	5,876	_____
Tobacco.....	7,168	_____
Medical and Toilet Prep.....	8,976	_____
Building Material.....	7,520	_____
General Merchandise.....	9,226	_____
Publishers and Booksellers.....	6,553	_____
Vehicles and Accessories.....	4,480	_____
Seeds and Nursery Stock.....	9,546	_____
Jewelry and Silverware.....	2,220	_____
Musical Instruments.....	5,684	_____

This total of 81,095 lines shows that automobile makers realize the opportunity afforded them through Farm and Fireside's concentration among their best buying prospects.

FARM^{and}FIRESIDE

The National Farm Paper

SPRINGFIELD, OHIO

Established 1877

THE CROWELL PUBLISHING COMPANY

D. W. HENDERSON

Advertising Manager

381 Fourth Avenue, New York City

T. J. MORRIS

Western Advertising Manager

1316 Tribune Building, Chicago, Ill.

Published on the first and third Saturdays of each month

Rate \$2.75 per line, based on 550,000. Circulation over 600,000

Why Should a New York Bank Advertise Iowa?

A Novel Phase of the Campaign Now Being Carried on by the Harriman National Bank

A GENERATION ago the idea of "selling a bank" would probably have seemed preposterous, but the business man of to-day who employs aggressive methods himself is fairly likely to feel that a bank that itself is "on its toes" is in a position to render him service in its modern sense.

This has been the undercurrent of an advertising campaign being conducted by the Harriman National Bank of New York City. For a year and a half now it has been advertising, partly in national mediums, and all of the time in the newspapers of New York City.

Originally the Harriman was the Night & Day Bank, for whose depositors the approach of Three P. M. held no fears. It was open until midnight. In November, 1911, it was reorganized as a national bank under its present title, and the hours were shortened from eight A. M. to eight P. M. From that day to this its deposits have increased from \$4,100,000 to more than \$29,000,000.

To some extent the advertising has been used to cultivate sectional good will. As an example of the methods used to bring this about, take the following piece of copy, headed "A Land of Milk and Honey." This advertisement was published in June, 1915.

"It is always worth recalling," runs the copy, "that the origin of all wealth is in the earth, and it is particularly worth recalling at this time when the representation of wealth in the form of manufactured goods, buildings, stocks, and bonds is, owing to no fault of our own, in a somewhat troubled state.

"The Middle West, as it is sometimes called, is to-day, as it has often been before, representative in many respects of the real wealth of the United States. Con-

sider Iowa, 'The Hawkeye State,' typical of a substantial and prosperous farming industry and manufactures chiefly in connection therewith. Do you know that Iowa leads all the States of the Union in value of farm products, live-stock farms, percentage of farming land improved, horses, cattle, hogs, poultry, eggs, farm implements, production of corn, oats and grass seed, in number of automobiles per capita, and takes second place only in per capita wealth?

"The estimated wealth of Iowa per capita is \$3,345, or nearly double the per capita wealth of the United States as a whole. This may fairly be considered a remarkable showing, when you take into consideration that Iowa is fifteenth of all the States in population, and twenty-third in area.

"The Harriman National Bank believes that these facts are particularly worthy of the attention of the brick-bound business men of this seaboard community. They may suggest something of value, not only in business matters, but also as to who and what the modern tiller of the soil is, and his real place among the foremost citizens of the land."

ADVERTISEMENT WAS PRODUCER OF
GOOD WILL

Now what effect on this bank's business could a monograph on a far-removed community have? The average man wants to see tangible results: well, then, see them he shall. As soon as this advertisement was published a proof of the page of one of the papers in which it appeared was sent to every bank and to every newspaper of the State considered in the copy—in this case Iowa. In many instances the bank officials who received it forwarded the ad to the newspapers them-

selves, and it was reprinted often and variously as an editorial or as straight news.

"It is a real pleasure to know that the large banks and interests of the East appreciate the tremendous wealth-producing powers of Iowa and this section," wrote a local banker to the New York bank. "We thank you for remembering us."

This, again, from the president of another bank, shows that the former Eastern financial dominance still rankles in the bosom of the country banker:

"It is really remarkable how little Eastern bankers know of even Iowa—let alone North and South Dakota. It is an actual fact that a lot of them, sitting around in New York, think that buffalo run wild here." This man went on to say that in conversation with some New York financiers the previous winter, the latter had thought that


North Dakota was all frozen up and trains not running.

"Remarkable it is," commented a newspaper caustically, "that a great New York institution can be made to see beyond Buffalo and Scranton, Pa. Remarkable that a New York financial institution should spend its good money to advertise Iowa."

The New York bank, you see, had reckoned on its host correctly. The good-will seed fell on fertile ground—and banking is at bottom a mutual exchange of services. When you're dealing with correspondents or potential correspondents at a distance, it's impressive to show both ends that you are conversant with local conditions. Moreover, this copy serves in part the purpose of educating the public in the nature, scope, and vast import of the Federal Reserve act—a more general appreciation of the fact that produce is wealth, the facilities of production collateral security.

This case is but an instance of the bank's advertising and its results. The same plan was followed out in writing of other States or sections—Alaska, Michigan, the South, etc. Always the style is breezy, conversational, epigrammatic, and topical, with an air of authority. "The man who asks no credit, practically speaking, as a rule enjoys none," was a line which attained that eminence of flattery of being quoted in other financial advertisers' copy.

Certain other advertisements have been widely quoted, such as one on "Life Insurance as a Credit Factor." A large New York life insurance company sent out 9,000 circulars, consisting of a reprint of this ad. Life insurance agencies from far and near asked permission to use it in their advertising, and it was reprinted



Taking Inventory

This is the time of the year when merchants inventory, or take stock, and make up their financial statements for the half year, and the merchant who is a borrower at his bank of course sends his bankers a copy.

The Harriman National Bank is exceedingly pleased to see that statements received from its customers thus far reflect a gratifying condition of business both in New York and throughout the country, and the Harriman National Bank is favored with a large number of accounts from interior merchants, of which it makes a specialty.

The bank analyzes such statements very carefully, taking into consideration first the customer's liabilities; and, second, his assets, and upon the proportion of these two items, with reference as much to their character as to their amounts, the customer's credit is largely based.

In general, the item of cash is larger than it has been for some years past; the volume of business has increased; the amount of stock in trade is generally consistent with the character of the business; and the proportion of liabilities to total assets that may be quickly converted into cash is very satisfactory.

This is an excellent augury for the immediate future, and if any merchants feel they need extended banking facilities or desire to improve upon their present banking relations, we shall be pleased to confer with them.

BANKING HOUSE FROM 9 A. M. TO 4 P. M.
SAFE DEPOSIT VAULTS 9 A. M. TO MIDNIGHT

HARRIMAN NATIONAL BANK
FIFTH AVENUE AND 47TH ST., NEW YORK

ALL NEWSPAPER ADS FOLLOW THIS GENERAL STYLE

generally in the insurance papers. Similarly the advertisements "The Fourth American Industry" and another dealing with the movie business produced a marked reaction; as one copy-writer would put it, "They reverberated."

This practice of featuring a State or industry, however, which in its way is a frank bid for gaining attention in certain quarters and a reprinting of these special advertisements, has formed but a small percentage of the advertising policy. In the main the copy is for home consumption. It has followed no strictly set course, but has aimed rather to be impressive of the bank's grasp of modern topics, conditions, and problems. A few characteristic captions will serve to illustrate its general scope: "The Land o' Dreams"—"A Day in Fifth Avenue"—"The Hope of Peace"—"The Rewards of Neutrality"—"Co-operation and Service."

"Every time the battleship Queen Elizabeth fires a great gun," pointed out an advertisement dealing with foreign commerce and shipping prospects, "a bale of cotton goes up in smoke."

"Does your bank know you?" another put the query. "I don't believe I have ever exchanged two words with an official of the up-town branch of the bank I do business with, nor do they bother about me," commented a well-known professional man to a Wall Street banker.

COPY APPEALS TO BANKERS

That the advertising has sounded a definite note in advertising this kind of an institution is evidenced by the number of requests it receives from other banks for permission to use the copy for their own advertising.

"The Harriman National Bank of New York," commented a Western bank in its annual review, "is a live one and puts out a fine grade of advertising. It believes a business institution can help itself and at the same time disseminate attractive knowledge. It realizes more than many that human interest goes hand in hand

with the every-day facts of life, and the nearer the human equation is approached, the more likely it is that results will follow."

"I have been considering the advisability of doing something similar for this company," wrote an officer of a Philadelphia trust company, "and take the liberty of asking if you would mind letting me know who writes your articles. I rather fancy it is a regular advertising man, and it just occurred to me we might secure his services."

"I am stealing enough stuff from the enclosed," wrote another practical philosopher, referring to one of the advertisements on "Advertising a Bank," "to make (and have made) three good ads for myself."

Who is the "regular advertising man" referred to who writes this copy? Strangely enough, as it might seem, the copy is written by one of the bank's vice-presidents and directors, Frederick Phillips. Not so strange, though, for Mr. Phillips is a son of the late Morris Phillips, who once owned and edited the old *N. Y. Home Journal*. He was formerly a newspaper man. His copy betrays a news instinct for topics uppermost and vital to the busy mind. It presents good evidence that bank advertising may be dignified, yet not dreary; that conservatism does not necessarily mean to close the mind to the signs of the times. When affairs and conditions are undergoing constant readjustment it is well to allow it to be known that you're aware of the trend, but aren't losing your head over it. This is the idea of the Harriman bank's advertising. It aims to make a series of significant impressions, and is succeeding in so doing.

Western Manager of Doubleday Page

Robert F. Murphy has been appointed Western manager for the Doubleday Page & Company publications. He has been a member of the company's advertising staff for twelve years. During the past few years he has attended to the interests of the house in the New York State territory.

Electric Eagle Flies in Bankok

The brilliant display of electric advertising signs in the white-light district of New York never fails to arouse the interest of visitors, not only from different parts of our own country, but also those from abroad. Among the latter and for various reasons the most impressionable, are the members of royal families of the various monarchical governments who occasionally honor us with their presence. The brilliant and myriad colored lights especially appeal to them.

A few months ago the Prince of Siam came to New York on a trip around the world. It was the electric advertising signs on Broadway that produced the greatest impression upon his mind. The one that aroused his special interest was that of Anheuser-Busch with its flying eagle. Before returning home he ordered a duplicate of the eagle without the advertising feature and had it forwarded to Bankok, where it now adorns the public square. Every night at a certain hour the electric current is turned on and the eagle's wings begin to beat the air in flight and the crowd that has gathered expresses its pleasure at the sight by hearty applause.

What an Ad Writer Does with His Spare Moments

THE MAKE-IT-PAY DEPARTMENT
HILL PUBLISHING COMPANY
New York, Feb. 8, 1917.

Editor of PRINTERS' INK:

Mr. Bates asks what the copy man who averages 24,000 words of copy per month would do with his afternoons.

In the technical field his afternoons would probably be spent studying over some new proposition, looking up references at the library, calling upon New York representatives of his advertisers, plodding along through a foot of water inspecting some machine used in subway excavation work, climbing up to the top of a thirty-story building to listen to the song of a new pneumatic riveter, trying to convince some advertiser out in a little plant in New Jersey not to spread his name across the top of his ad in big type, working with a model at a photographic studio, jumping from New York to Cincinnati to collect the selling points of some new machine, asking the editors questions, trying to explain by correspondence to some advertiser a thousand miles away the difference between a halftone and a line cut, answering the telephone, making an appointment with a contractor out in Plainfield, N. J., to look at his trucks, trying to tell an outside artist the difference between a flange union and a nut union, keeping the advertising solicitors posted on what is happening in connection with the accounts he handles in their territories, talking to advertisers who call at the office, doing investigation work, trying to get cuts through the engraving department, chasing around New York harbor on a tugboat to look at the operation of

hydraulic dredges, asking the operator of some automatic machine questions about it in a machine shop, going down in a coal mine after signing a personal accident release, trying to oblige other publishers who want electros of the same cuts being used in current issues, looking through exchanges, planning out how to get the 9:41 p.m. train out of Kokomo, Ind., and in between times doing various other little odds and ends.

Perhaps I should have explained, in my original article, that the copy man in the technical advertising field must be somewhat of a newspaper reporter, a diplomat, a trained investigator, a good traveler, and—an ad-writer.

R. BIGELOW LOCKWOOD,
Assistant Manager,
Make-It-Pay Department,
Hill Publishing Co.

[Editorial Note: Advertisers will be interested in the following list of men in the "Make-It-Pay Department" of the Hill Publishing Company, as indicating the size of the force required in the copy department of a business-paper publisher: In addition to Oscar Graeve, manager, and Mr. Lockwood, assistant manager, these men are included on the staff: Robert W. Semple, Frank J. Friedmann, Edwin L. Ley, Bernard Wieting and Ernest L. Wathen, artists; C. T. Schreiber, G. E. Conkling, A. L. McNamara, Paul R. Fisher, William E. Peterson, William E. Kennedy, Lewis C. Randolph, Edward J. Farrell, W. W. Ayres and Otis Davey; G. L. Irwin, Western representative.]

To Gather Data for Specialty Manufacturers

The National Association of Specialty Manufacturers at its convention held in Chicago last October decided to appoint a committee to assemble information that would be of value to the 267 members of the organization. At a meeting of the board of directors, held last month, L. E. Pratt, of the Passaic Metal Ware Company, was appointed chairman of the research committee which will do the work. Among other things the committee will prepare an authentic list of the individuals, firms, or corporations that employ specialties in advertising their business and a report upon the annual output of the specialty manufacturers. In order that the members and the public may understand just what advertising specialties are Mr. Pratt has suggested this definition: "Articles of utility used instead of white space to carry an advertising message."

Buy "Daily Attractions" in New York

Charles E. Gehring and J. Leo Sauer, publishers of the New York *Hotel Review*, have purchased *Daily Attractions*, a weekly circulated in hotels. They have also bought *Information About New York* and combined it with *Daily Attractions*. William E. Young, formerly publisher of *Information About New York*, will be advertising manager.

Buyers

IN these days of high costs of paper and printing it is very essential that every manufacturer who depends upon an expensive catalogue for his sales, should be sure to place his advertising in magazines whose readers are known to be buyers—not just curiosity seekers.

The readers of THE PEOPLE'S HOME JOURNAL have for over three decades, appreciated the advertising columns of their magazine. They answer advertisements, study catalogues, and buy—either through their local dealers or direct by mail.

THE PEOPLE'S HOME JOURNAL

Established 1885

80 Lafayette Street, New York

*To My Good Friends in the
Advertising Business:*

THERE are many reasons why I am
sorry that I am leaving TODAY'S
—now TODAY'S HOUSEWIFE.

For one thing, we have never before been able to offer advertisers so big a dollar's worth for a dollar. But at heart I have always been an advertising agent. The advertisers' market as a whole rather than any one means of reaching that market has concerned me. And so I have cast my lot with the Churchill-Hall Agency. Since it started I have had a most wholesome respect for that organization. The untimely loss of the head of the agency, Mr. Churchill, leaves indeed a worthy place to be filled. I am going to try to fill that place fittingly. At the same time, I leave behind at the magazine the responsibilities of the advertising management of Today's Housewife in the able hands of Hal Reed

I had looked forward with pleasure to demonstrating to my friends in the advertising business the largely increased value in TODAY'S HOUSEWIFE. I believe that it offers unequalled opportunity for developing the market which exists in our smaller communities, and that conditions were never before so favorable for using this opportunity effectively. I ask your careful examination of the broadened influence and increased circulation of the magazine.

Frank W. Nye

Retiring Advertising Director
TODAY'S HOUSEWIFE

IN choosing an Advertising Director for Today's Housewife to succeed Mr. Frank W. Nye, who has resigned to accept the Presidency of the Churchill-Hall Advertising Agency, the management clearly realized the necessity for securing a man of national reputation for integrity, judgment, initiative, and intelligent industry, proved by repeated successes in connection with national periodicals of widely different scope.


With the foregoing in mind, we have real pleasure in announcing the appointment of

H. R. REED

as Advertising Director of
TODAY'S HOUSEWIFE

We are giving him 1,100,000 good circulation to sell. We are giving him for the substance of his solicitation the strongest editorial staff in the small town field. We are giving him the solid backing of the most stable organization in its class and, to our minds, the most promising in any class.

We wish for his predecessor, Mr. Nye, an unqualified success in the agency field, and bespeak for him the whole hearted good will of advertisers everywhere.



Vice-President and General Manager

Dependable Paper Service

Although the turbulent condition of the paper market during the past year has affected the paper bills of all advertisers, it is a significant fact that, taken collectively, Birmingham & Seaman's regular customers are getting bigger value for their money than the customers of any other paper house.

The reasons for this are plain. We do on a nation-wide scale what others do only locally. The scope of our business is large enough to attract the best paper experts in the country. The service of these experts is at the disposal of our customers.

Our source of supply is practically unlimited. We control the entire output of a number of the largest mills. We do not need to sell one line of paper to the exclusion of another. It pays to put your paper requirements into the hands of an organization like ours.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago - New York

St. Louis Minneapolis Buffalo Milwaukee Philadelphia Detroit

Fables of Advertising

THE FABLE OF THE FOLLOW-UP LETTER THAT CAUSED A BULL MARKET ON STAMPS

Once upon a time an advertising department sent out a certain Form Letter to its list of Tepid Prospects.

It was no ordinary, commonplace, shiny-at-the-elbows Form Letter, either. It was so near real Typewriting that it almost fooled people, and the Margins of the Letterhead were ornamented with those funny little Cartoon Things, and the manager's signature was even printed in a Second Color.

Everybody sat around and waited and waited, expecting the mailman to come staggering in with pack full of ready responses. Waiting was the best thing they did, for the percentage was six or seven out of a possible fifty.

"Well," observed the author of the brilliant scheme, "it's expecting too much to ask folks to answer the first letter. It just isn't being done, that's all. I'll get busy on a Follow-Up that will pull the 'umpty-umps' out of 'em."

So he changed the color of the paper stock to pale purple edged with deep heliotrope and he printed Little Pictures via the offset process on the margins, and he made the Text read as if it had been composed by Carnegie or Schwab or Edison or some of those other fellows who are forever telling us small chaps how to "succeed in business."

Result—same thing. Only an occasional belated answer by poor boobs who had nothing else to do.

"Let me have a try at it," said the twenty-second Assistant Assistant Ad Manager. They laughed at him, but he went to it just the same—wrote ten Letters at night at home—real, personal, intimate, howdy-friend letters, addressed to One Man—and One Man Only. The only thing formal about 'em was the stamp. In six days sixty letters had brought forty-five warm replies.

Moral: "One piece of genuinely intimate business correspondence

is worth a ton of facetious form-letter."

* * *

THE FABLE OF THE CYCLE OF FADS AND THE FORM THAT REVERSED

Once upon a time a great Manufacturing Institution allowed it to become noised about that it was ready to "change agencies." As far as the advertising world was concerned, there seemed to be no valid reason.

Past Publicity had been notably Clever.

It came under the Head of "Ingenuous."

At Ad Clubs little groups of celebs mentioned it in whispers and cried—"Wonderful!"

In short, it was just the sort of "copy" that Advertising Men like.

Still the rumor persisted.

"I'm going after that account and land it, too," said an Agency gent of local fame. "We know their market, and they're doubtless changing because of some inside squabble with the Old Folks."

With a determination for which he was noted the gentleman requested a complete file of everything the company had used through a decade, pasted up the proofs and locked himself in with them—and a fountain-pen. The more he studied the previous Campaigns the more impressed he was by the Other Fellow's ideas.

The advertising had been Clever—"smart," modish, stunty and "innovational." One shrewd scheme had followed another in rapid-fire order. Queer pictures, queer copy, queer type and queer arrangement had been the rule. Yes, Sir-e-e. The Other Fellow had been prolific in the Stunt Thing.

But our new contestant kept at it until he hit upon An Idea even more bizarre than those of the late lamented.

"Corking Stuph!" said a friend when shown the plan. "It sure is Original!"

Nevertheless, when said brilliant Plan was submitted it failed

to bring home the Razorback. In short but polite note, the concern said: "Stunts were just what we didn't want—that's why we changed. We thought we'd try Advertising a while."

Moral: "There's a great deal of difference between 'Something New' and 'Something Sensible.'"

* * *

THE FABLE OF THE TRADE-MARK THAT PROVED TOO ELUSIVE

Once upon a time a national advertiser came to the conclusion that a Trade-Mark Symbol for his goods might prove a valuable business asset.

The heads of the House, having had no experience in this line, thought that it was as easy to secure Trade-Marks as bar steel. You simply went out and ordered one and it was brought to you double sealed, air-and-water proof and ready to serve.

At the expiration of ten days there were two or three hundred Idea Sketches on hand, but nothing OKable. Artists had drawn a weird collection of this and that, without even getting within eye-shot of the target.

An S. O. S. for help was sent out to an aggressive list of professional studios and a second hamperful of stunts landed at Father's Door.

The committee looked them over and shook its solemn Head.

"Nothing doing!" was the verdict.

There were Kid Characters and Kewpies and Devils and Saints and Allegories beyond counting—and Monograms till the cows came home. You'd be amazed to learn what's really submitted when there's a request for Trade-Marks.

As a last desperate resort a prize of \$500 was offered for a suitable design—and still the "never-wuzzes" and "never-could-bees" drifted in. The Five Hundred remained on tap at the firm's First National.

Finally, out of sheer desperation, the Advertising Manager stuck up an announcement on the factory bulletin board, suggesting that employees might care to submit Trade-Mark Ideas. The sec-

ond one in was by Jimmie, the Office-Boy, and it hit the nail squarely on the Head as a basis of operation.

Moral: "It's just as well, in Looking for Ideas, to give Your Own Organization credit for having some."

* * *

THE FABLE OF THE DEALER SERVICE THAT GOT A RAW DEAL

Once upon a time there was an extremely esthetic young Advertising Manager, who didn't believe in doing things Commercially. "None of this plastering type all over the place," quoth he; "nor will I permit the Artist to wander far afield from Culture and Refinement. Down with horrid Headlines and tortuous Titles—High Art for mine!"

And so it transpired that the A. M. employed a magazine Illustrator who was as artistic as a cut-glass violet bowl and as practical as a spark-plug without the spark, and the two of them set to work. Night and day they planned and schemed and sketched, and verily on the seventh day ten Ads were born. That they were beautiful we will not gainsay. That they were tidy and fair to look upon we will admit also. But there was no Lettering—no hideous, commercial Name-Plate . . . or Firm Name or Trade-Mark, and thus unencumbered by the boresome platitudes of business they fared forth into the far reaches of our land.

(Lapse of one month.) There is a large, neatly arranged packet of newspaper clippings on the A. M.'s desk. They are proofs of the free electro service supplied the Small-Town Dealer. They are also substantial proof of the fact that Some Persons are—to put it mildly—unscrupulous. The A. M.'s beautiful electros have been used to advertise just anybody's old sale.

Moral: Not only use your Name-Plate, but dig a hole in the design and Pour it in, too Deep for Extracting.

Willis B. Conant has been appointed Western advertising manager of the *International Studio*, New York.

Lord & Thomas Creeds

No. 34. *Strategy*

The primeval instinct in mankind is to gain our ends by force.

In advertising that means reliance on the power of money. And it rarely wins.

Sheer force is wasteful, crude, offensive. What it gains a greater force can always take away.

The skilful salesman uses strategy instead.

With much less effort, and perhaps less backing, he gets what money can't get.

That's the secret of successful advertising.

It isn't words or pictures, size of space, or anything you see. It is some subtle method which escapes opposition, melts apathy, wins sympathy, and kindles instant interest.

Big concerns are most apt to rely on money. They waste millions every year in bold, mistaken strokes.

And big concerns, in fights for public favor, make most of the mistakes.

Small concerns, for lack of money, are forced to strategy. So the great majority of advertising successes spring from those conditions.

Many are won without risking a dollar. Many by men with almost nothing to risk.

That fact is rich in meaning.

It is skill, not money, that wins success in this field. And the men most likely to employ it are the men who must.

This is the thirty-fourth of a series of business creeds to be published in *Printers' Ink* by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

Exporters Should Consider Jobbers' and Dealers' Margins

Many Foreign Countries Not Accustomed to Mail-Order Sales to Consumers—Is a World Standardization of Prices Feasible?

A FORM of "preparedness" that seems to have been wholly overlooked by many American manufacturers and advertisers is the fixing of jobber and dealer prices with an eye to the export trade as well as to domestic business. If this detail has not been neglected in the formulation of many a selling policy, how are we to explain an increasing burden of complaints on this score that are being received at Washington from Government trade experts in the foreign field, and from consular officers and commercial attachés?

As the readers of **PRINTERS' INK** probably know, the Department of Commerce has within recent months started out an unusual number of trade experts with roving commissions to make first-hand investigations of the foreign market for American goods. Each specialist concentrates on a given line or a given territory. One of the first dividends from this investment has been found in a chorus of complaints from various quarters of the globe to the effect that the present stampede of American manufacturers into the foreign field has carried along with it not a few firms whose prices, standardized or otherwise, have seemingly been fixed with a fine disregard for the conditions governing jobber and dealer margins in the countries invaded.

Consul Augustus E. Ingram, reporting upon a stimulated demand for American goods in the United Kingdom since the outbreak of the war, ventures the theory that it is the strongly developed advertising instinct of the average American business man that impels him to flood with letters, circulars, etc., any territory selected for exploitation.

This critic does not decry such direct advertising; what he partic-

ularly objects to is the too common practice of thus appealing to ultimate consumers to the accompaniment of price quotations that do not allow sufficient margins of profit for the wholesalers and retailers who must be relied upon to distribute the product. As illustrative of the practice complained of, this objector has cited the case of a manufacturer of specialties in the chemical line who has recently sent broadcast in Great Britain typewritten form letters, designed to open outlets for his goods, but which letters quote one and only one set of prices, with not the slightest intimation that there are prices inside the figures quoted for merchants and middlemen or even that quantity discounts are contemplated.

SOUTH AMERICA NOT ACCUSTOMED TO DIRECT SALES

Dr. Albert L. Hale, the U. S. Commercial Attaché at Buenos Aires, who returned recently after two years of intensive investigation in the Argentine, was, among others, asked by a representative of **PRINTERS' INK** whether the point raised by Mr. Ingram was well taken. His reply was emphatically in the affirmative. Nothing, he says, is more calculated to discourage the entry of a new American product into the Latin-American field than disregard of the ethics of distribution, which have been established through long usage.

The enthusiasm of some American advertisers for direct selling, Dr. Hale thinks, is one of the reasons why some of these producers have come to grief when they have attempted to enter South American markets, carrying with them their cult of maker-to-consumer-direct. Direct selling may be, he admits, an advantageous method in certain lines in the



From Leslie's—© Underwood & Underwood

Eighth cavalry machine-gun corps going into action

On the Verge of War

We've torn up this week's issue—even the front cover—and re-made it, six days before publication date; we've made a real "verge of war" number out of it; with many pages of the latest army and navy photographs, most of them exclusive.

Timeliness like this has been Leslie's policy for sixty-two years; Leslie's has always been the first and most complete national illustrated weekly newspaper in giving its readers *the news in pictures* of every vital activity in the nation's history.

Leslie's, through its exclusive and syndicate correspondents and photographers in all parts of this country and in all parts of the world, will live up to its record of two-thirds of a century, and continue to give its 410,000 families a pictorial service unequalled by any other national periodical of large circulation.

Advertisers in current issues will profit by an increased circulation and an even greater reader interest than ever before.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper
Established in 1855

Member of Audit Bureau of Circulations

BOSTON NEW YORK CHICAGO

During 1916 The Chicago Daily News printed more dry goods and department store advertising *six days a week* than any other Chicago newspaper printed *in seven days*. The figures (in agate lines) are:

The Daily News.....	(6 days)	3,519,244 lines
The Tribune.....	(7 days)	2,267,354 lines
The American.....	(6 days)	1,861,113 lines
The Journal.....	(6 days)	1,607,836 lines
The Examiner.....	(7 days)	1,384,703 lines
The Herald.....	(7 days)	1,267,783 lines
The Post.....	(6 days)	431,454 lines

All advertisers would do well to follow the example of these dry goods and department stores.

The Chicago Daily News

Over 425,000 Daily

"It covers Chicago"

United States,—may even be the ideal mode of distribution,—but he insists that, by and large, it is not acceptable in South America. The Commercial Attaché declares that there is in the Argentine no mania for the elimination of the jobber. The jobber or his near-equivalent, the importer, is firmly entrenched there, and the American trade scout declares that it will require at least the passing of the present generation before any change can be made. Moreover, the Germans and the English, normally our keenest competitors in South America, encourage this system and see to it in fixing prices that all the links in the distributive chain are taken care of.

As this pitfall of jobber and dealer margins in the foreign trade is visualized at the United States Bureau of Foreign and Domestic Commerce the responsibility for the recent havoc lies principally at the doors of American firms that have rushed into foreign markets, since the war, without pausing to consider whether their scales of prices allowed adequate margins for the foreign distributors. But, on the other hand, a situation, perhaps equally undesirable has been precipitated in some instances because American manufacturers have fixed for home consumption a scale of prices that could not be maintained abroad. The hubbub will doubtless be recalled that was created a few years ago when it was discovered that American steel rails were selling at lower prices in Europe than in the United States, and one of the most potent arguments used this past year or two to arouse Congressional opposition to price-fixing legislation is supplied by evidence that certain well-known makes of American watches may be bought at much lower prices abroad than in the United States.

WORLD-WIDE PRICE STANDARDIZATION

This brings us face to face with what is likely to prove henceforth one of the gravest problems in the evolution of an advertising and selling policy. The question is,

Shall a world-wide standardization of price be attempted? It is a problem which, with a broader trade vision, must be solved not only by every manufacturer upon entering the export trade but which rational foresight would counsel should receive some consideration in the fixing of the price of each new entrant in the sphere of advertised goods even though there be no immediate contemplation of a foreign campaign.

Obviously, it is a problem that is most difficult of solution in the case of an advertiser who desires uniformity of price wherever his product is on sale. If a manufacturer has no objection to a returning American traveler proclaiming, as one recently did, that Gillette safety razors are on sale in Spain at prices of \$1.50 and \$2 each, he may, if only he has made his manufacturing, wholesaling and retailing margins sufficiently wide, view with equanimity the competitive conditions he must face in almost any country. But if, on the other hand, he is ambitious to have his product sold all around the globe at virtually equivalent prices as are Victor talking machines and records and Kodaks the price problem is much more complex.

Some American business men who have been notably successful in selling in foreign markets have a code that may appear rank heresy to the advocates of price uniformity. Edward H. Huxley, president of the United States Rubber Export Company, for example, recently advanced the theory that an American manufacturer in pricing goods for the foreign market should forget everything but the manufacturing cost of the goods. His theory is that to assume that the prices that have been standardized for the United States are correct for foreign markets and to stick to them on that assumption simply means either a loss of the foreign business or else the neglect of profits that the manufacturer might just as well take.

Recognizing the importance of so pricing American goods to the foreign consumer that the foreign

factors of distribution, wholesale and retail, will be well taken care of, Mr. Huxley feels that it is a great mistake for any American manufacturer to base his price to the foreign consumer upon his selling expense in the United States instead of upon the accurately-ascertained foreign selling expense. This plan, it is claimed, will enable the American manufacturer, particularly if his article is an unpatented one, to meet competitive conditions in many a foreign market from which his goods would be, in effect, barred if he stuck to his standardized prices here at home.

Generally speaking, the only or the chief solicitude of manufacturers who are guided by Mr. Huxley's contention, is for the general average price obtained for the aggregate of export shipments. If the average is equal or better than the net which has been demonstrated by domestic operations to be satisfactory, the goose hangs high. With this line of reasoning followed, it is obviously necessary that, in order to bring up the average, the seller shall take advantage of the opportunities afforded in some countries to secure prices as much above the United States figure as the quotations in other countries are below it.

ADVOCACY OF LOWER PRICES ABROAD

As a matter of fact, however, there are some manufacturers who go even farther in looking with leniency upon foreign transgressions in the matter of prices and margins. These sellers argue that it is a mistake to be too rigid in seeking the same percentage of profits abroad that is sought at home. They would have the foreign consumption regarded as plus or extra business, worthy to be cultivated because it increases volume and reduces costs. In any such angle, however, the attitude of a manufacturer is likely to be dictated somewhat by the proportion of his total output that goes abroad just as a manufacturer may be influenced with reference to internationally standardized prices by the consideration of whether or not the goods disposed

of abroad are sold extensively to American tourists, familiar with the home price, or only to natives who have no means of knowing what prices rule in the country of origin. It is suspected that some advertisers have been lulled to blind adoption of the domestic price of foreign offerings by the oft-repeated assertions that advertising and selling expense on foreign business is less than on domestic business. Claimants of this advantage often neglect to explain, however, that it holds good only when the foreign business is solicited and obtained almost wholly through the medium of the mails and the cable.

A Plan to Help New Salesmen

"Prime some prospect who is your friend and who is in a position to help you in this way and have him give your new salesman an order. Let there be a tussle for the order so the new man has got to work, but see to it that the order is signed. See for yourself if this is not a better method than that old, time-worn stunt of sending every green salesman to a well-known 'tough prospect' with the idea of trying out the new man's nerve and capacity."

This advice to sales managers was received by the members of the Milwaukee Salesmen's Club at its weekly dinner and meeting from J. F. Dechant, a Philadelphia trust company official. The Milwaukee club is making plans for courses in various phases of salesmanship for its members, both collectively at the meetings and as individuals.

Mr. Dechant said that the present movement for education of salesmen and saleswomen will mean a new era in American business. He symbolized this by saying that the objective will be to make every salesman say and understand that he is "never turned down." "Let every seller understand that he must sell an idea, first of all, with or without goods," he added, "and whether or not the prospect buys, the seller will know that he has accomplished something by implanting an idea. A prospect will always remain a prospect. The seller will, in fact, never be turned down. Get away from the negative idea that there can be such a thing as a turnaround."

Schuler With Candy Manufacturer

C. M. Schuler, of the Arnold Joerns Company, Inc., Chicago advertising agency, has resigned to join the advertising department of E. J. Brach & Sons, wholesale and manufacturing confectioners of that city. He was at one time advertising manager of the U. S. Gypsum Company.

"Business as Usual"

We are doing business as usual. Are You?

At the beginning of the war in Europe, English business men adopted the slogan, "Business as usual." During 1916 England doubled her imports over 1914 from the United States, and showed an enormous increase in exports.

Germany with her foreign commerce stopped, goes right ahead making constructive plans for big business at the close of the war. France is calmly doing business as usual—big business.

American business men are neither afraid nor inefficient. Business is good and will be better if you do your part. Make your plans as usual—but make them bigger. Let us show you how our dual service will make your business grow during 1917.

The People's Popular Monthly

Guaranteed 750,000 net paid

Des Moines, Iowa

Member of Audit Bureau of Circulations





FRONT COVER



The Silvers and Grandeur of Yosemite

luxuriant foliage and flowers. At San Jose you can visit the great Lick Observatory on the summit of Mount Hamilton, and motor many miles through the fruitful Santa Clara Valley. The climate of this region is mild, and in the season when winter winds at home are most piercing and the elements most unfriendly the plum, apricot and peach trees of the Santa Clara are in the glory of their blossoming. A short distance northwest from San Jose is Monterey Bay, the most historic region on the California Coast. Monterey still wears much of its early quaint foreign aspect, although now a busy, modern town crowded with winter visitors. Its location on the Bay, with the Santa Cruz



FACE ENGLISH

BODY MEAT

How are you improving your sales story?

THE wonderful success of Carnegie, Rockefeller, Marshall Field and Wanamaker is due to their ability to select as their assistants men who are capable, not only of carrying out their ideas, but who have initiative and originality.

The great, big successful Advertising or Sales Director is the man who knows how to select men to contribute their specialized knowledge to his plan of operation.

The most successful Advertising and Sales Plans are the result of the creative imagination of one man, developed by many specialists, each in his individual line.

We are specialists in printing. Through more than Fifty Years of constant improvement we have developed an organization of specialists so comprehensive in scope that we are to-day producing "Printed Salesmen" that tell your sales story, and are salesmen.

You have a product to sell and you are going to use printed literature to sell either a part of, or your entire, output; but you would like to eliminate the troubles you have had in the past about sales plans, copy, art, printing, etc.



THE LAKESIDE PRESS CHICAGO



Cable Car Summit View at Del Monte



Mountains in the background, in every picture, and the wide variety of outdoor life afforded by sea and wooded mountains constitutes this one of the most popular resort sections of the coast. The present fame of Monterey is largely attributable to Hotel del Monte and its remarkable parks, gardens, golf links, polo fields, tennis courts, and the "Seventeen Mile Drive," — now lengthened to over forty miles — which winds through the woodlands, and about the cliffs, with ever recurring vistas of sea and shore. Del Monte is the winter headquarters for automobile races, golf and tennis tournaments, polo matches and brilliant social functions. The climate makes all outdoor

THE LAKESIDE PRESS CHICAGO

CALIFORNIA



THE LAKESIDE PRESS CHICAGO

CHICAGO
MILWAUKEE
& ST. PAUL
RAILWAY

BODY TREATMENT

TITLE PAGE

Our organization of specialists will shoulder the burden for you. A salesman will call; you will tell him in a general way of your proposition; he will return to our office and tell our specialists; and they will create for you a complete sales campaign of "Printed Salesmen," subject to your approval and, if accepted, with your co-operation in producing.

In our own buildings, under one management, every department dovetailing, we have the largest high-grade printing organization of specialists in the country. There is no printing order too small or too large, and the smaller campaign gets the same careful consideration, the same conscientious analysis and the same superior finished product as the larger.

Sales Campaigns
Advertisers' Service
Editorial and Copy
Mailing Lists
Addressing Department
Trade Catalogs
Commercial Photography

Art and Layout
Engraving
Electrotyping
Linotype, Monotype and
Hand Composition
Cylinder Pressrooms

Rotary Pressrooms
Planogravure — Offset
Lithography
Platen Pressroom
General Bindery
Edition Bindery
Mail Order Bindery

We are as close to you as your telephone. Our salesman will call wherever and whenever you desire to talk about your next Catalog, Booklet, Broadside or other "Printed Salesmen."

*Established more than fifty years. The Largest
High-Grade Printing Plant in the Country.*

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago

U. S. A.





BUILDERS *of* AMERICAN BUSINESS

HARRY BALFE, PRESIDENT OF
AUSTIN, NICHOLS & COMPANY, INC.

"I read every issue of **SYSTEM**—always feel that I receive more than my money's worth. On many occasions I have recommended your magazine to parties, who after reading have thanked me for suggesting that they read **SYSTEM** regularly."

Harry Balfe

NUMBER LXXXI in the series of portraits of readers of **SYSTEM**

The "County-Unit" Plan of Cultivating Sales Territory

How One Sales Manager Has Applied the Principles of Intensive Farming to Selling with Startling Results

By Earl D. Eddy

THE application of the principle of intensive farming has been adopted with great success by a Western sales manager. While the idea of working a territory intensively is by no means new there is perhaps a novelty in the method used by him in winning the fullest co-operation from the salesmen of his organization. Since sales for the current year enjoyed a 50 per cent increase over the same preceding period it would appear that his ideas have sufficient merit to be set down for the possible benefit of others.

"Several years ago I had occasion to visit one of the college towns in our territory," said he. "Having an hour or two on my hands, I took advantage of the opportunity to visit the university—the agricultural school has a very high reputation and I was particularly anxious to visit that part of the institution. Since a large part of our business is developed in farming communities or from towns dependent upon profitable agriculture, I have always believed that schools which make this condition more probable are entitled to special support and encouragement from all manufacturers and jobbers. I expressed myself similarly to the Director, and, very naturally, was made thoroughly welcome. Expressing an interest in the experiment fields, I was taken over the college farm, and while there I gained a most comprehensive idea of what intensive farming really means.

The fact that the more valuable the land the more important it is to cultivate it intensively brought the comparison of the sales territory into my mind. I went home with a new idea as to what my duty really is with relation to

getting the most out of the territories. I came to the conclusion that my business farm was far from producing what it should and could.

"Within a few days after my visit to the agricultural school I got out a letter to each individual salesman, in which I discussed my impressions from a study made of the methods which intensive farming demanded. I told each man that hereafter I intended regarding his territory as one of a number of big farms belonging to the company. His husbanding of the resources of that farm were to be expressed in terms indicated by the volume of sales as compared with the possibilities which a careful analysis should disclose. I likened my analysis of his territory to the methods pursued in the agricultural school, where they took the soil and tested it to ascertain what crop would thrive best, and what rotation should be followed in order to insure the most satisfactory results.

SEEDS PLANTED LAST SEASON GROWN
RIPE FOR HARVESTING

"Now," he continued, "I know that sounds a bit 'high brow' to spring on a bunch of ordinary matter-of-fact salesmen, but you'd be surprised at the way they took hold of it. It seemed to appeal either to their sense of humor or else to their imagination. Those who laughed at the idea of being called farmers seemed none the less willing to play the game in the proper spirit, while others took it quite seriously and commenced to locate fertile spots in their territories, which were surprising to them as well as to us. I believe that a good deal of this was due to a change in the view-

point. Here's a letter which illustrates my conclusion and shows the salesman's own admission that he was passing up good business chiefly because of a prejudice:

"To-day's business came to me as a direct result of that idea of yours that my territory is a farm. I have been passing up Evansville for the last year or so because I thought local people had all the business tied up tight. Your recent letter reminding me that Evansville made up quite a piece of acreage from which no crop had been harvested for a year or more, determined me to go in there and do some good deep plowing, if nothing more. You can therefore imagine my gratification and surprise when I discovered that some of the seed which I planted on my last trip in there had sprouted and grown to the point that about all I had to do was to harvest the crop—the value of which you will find by totaling up the enclosed orders."

"Prior to my awakening to the true definition of intensive farming I had relied upon such general knowledge as several years' intimate observation of the field afforded. I had hitherto felt that I was quite an authority upon the sales possibilities for our products in the territory which we aim to cover. It was a hit-or-miss method which I have since found is followed by many other sales managers despite all the talk regarding efficiency in management which we hear so much about.

THE DETAILS OF THE COUNTY-UNIT PLAN

"The 'county-unit plan' is what I have named my method of sales territory analysis. I'm by no means sure that it's new, for its very simplicity has probably put it into use elsewhere. It has proved so highly efficient in our business that I am very glad of the opportunity to describe it to others who may not have hit upon the scheme themselves. First we secured a supply of the ordinary pocket maps, two of each

State; then several thousand letter-size sheets of light-weight bond paper punched for loose-leaf covers, which were also provided for each man's territory. Next we took the maps and cut them up into the respective county divisions. Each county was given a sheet to itself, the map of same being pasted in the upper half.

"The detail of this work was given to a clever girl, who was duly impressed with the importance of accuracy when assigned the job. It was her responsibility to superintend that portion of the work, which, because of its magnitude, she necessarily divided up with others. After the counties had all been pasted upon sheets, each city, town, and village was listed in the lower portion of the page, population being noted. We regarded any town of 500 or upward as being fair prey for our salesmen. Following this sheet giving the county map and the towns located therein, came a second page, which showed the dealers in each place and our credit department's special symbol designating the probable standing of each merchant. In such counties as supported large schools, colleges, hospitals or other institutions where our goods would be a likely purchase, a third page was provided whereon were stated the names, addresses, and such other data as could be procured either from our own sales records or else from the several directories which are available in this field.

"It took us fully three months to work all of this up, for not only did we show the information in typewritten form and in duplicate sets throughout, but we also indicated on the maps by appropriate symbols those towns where we already had agency arrangements, also institution accounts. When the job was finished there was not a county in any man's territory regarding which we did not have an almost microscopic knowledge as to what we should be doing therein. I am frank to confess that the information disclosed made me feel that as a sales manager I had fallen far

World's Greatest News Service

The news of the world, of London, Paris, Petrograd and Berlin, is of more importance to Americans today than ever before in the history of the United States. And the Philadelphia Public Ledger prints authentic news from these centers daily.

The Public Ledger controls the world's greatest news service.

Through a special arrangement the Public Ledger secures the entire cable and mail service of the London Times, the greatest and most expert news-gathering organization in the world, represented in the chancelleries of Europe by expert correspondents.

The Public Ledger's American news services are unequalled by any other daily newspaper.

Public Ledger staff correspondents are located in New York, Boston, Atlanta, Harrisburg, Pittsburgh, Washington, Chicago, San Francisco, South America, etc.; they cover the continent from Maine to California.

In addition the Public Ledger has the Associated Press service (together with the United and International services for the evening edition), thus gathering the news of the leading cities of the world.

Leyrus H. K. Curtis

PUBLIC  LEDGER

The Newspaper With The World's Greatest News Service

short of the ideal I had set for myself when I took the job.

"Armed with these data I started on a trip around the territories and certainly shook up the dry bones in our sales organization. Not knowing that I had such detailed information with me, several of the fellows remarked that they'd like to have a slice of additional territory, but before I finished taking them through their present territories, county by county, they commenced to think that a *reduced* field of activity would perhaps be better for them.

"I forgot to say that all of this information, or at least such portion of it as could be so shown, was transferred to our map and tack system, thus showing the salesman's territory in one complete part and clearly indicating those points and sections where work was needed. The analysis opened up the whole field in a manner which I had never before realized was practicable, and it certainly acted as a real tonic to the whole organization.

TERRITORIES NOW SEEMED TOO LARGE

"At the end of the first season carried out under this intensive cultivation plan a most amazing development occurred. More than half of the men requested that their territories be reduced in size. I expect that's a bit hard to believe, but the facts are correct. Usually the decision to reduce the size of a salesman's territory comes from the house, and there is nothing which will cause a greater howl of dismay from the salesman than that action. To hear him yell you'd think that he'd been ruined and that the house was robbing him of some of his personal property. Hasty-minded men sometimes quit their jobs under such conditions, believing that they have been unfairly treated — and sometimes they are justified.

"But our men had the *facts* before them, and they had to admit to themselves that they could not profitably cover a territory which obviously required two men to

handle properly. Before I evolved my analysis none of us had known the truth. The boys had hit the high places, frequently thereby passing over some of the richest sales valleys, more through ignorance than intent. When they began to cover their field closely they found barrels of business within a much closer compass than they had thought possible. This appealed to them, since it kept expenses reduced and enabled them to spend more time at home with their families. They saw that they could make more money with less effort and discomfort, and, of course, were not backward in coming forward with the proposition.

"Our experiment in intensive sales farming has been much more of a success than I ever anticipated. Our force of salesmen has been materially augmented and our sales have shown such a remarkable increase that I am hardly yet able to credit the year's figures recently laid before me. One of our boys wrote the other day: 'There's business everywhere, but you've got to dig for it, and sometimes dig deep.' I expect that is just about what we have done—started in to 'dig deep' and found the business—though I am very willing to give credit to the general prosperity of the country for a fair percentage of the increase we have enjoyed since we became intensive business farmers."

Additions to New York "Tribune" Staff

E. M. Alexander has been appointed advertising manager of the "Tribune Graphic" section of the New York Tribune. He was formerly advertising manager of *Harper's Bazar* and more recently general manager of *Le Costume Royal*.

A. E. Harrell has been appointed manager of the financial advertising department. He has been advertising manager of the New York Times Analyst.

Agency Name Changed

The name of the Preston Advertising Agency, Great Falls, Mont., has been changed to the Ryon Advertising Agency, Inc.

The United States sells Canada nearly \$2,000,000 daily

For twelve months ending October 31, 1916, Canada's purchases from the United States totaled \$546,000,000—nearly \$2,000,000 for every working day.

Canada's needs not supplied domestically are very great and many. Her consumptive power, due to unprecedented prosperity and industrial activity, grows greater every month.

One explanation of the heavy importation of American-made goods is the shortage of labor in Canada—due to 400,000 of her men having enlisted for war.

If your goods are sold to or through the hardware trade of Canada, reach your customer through

HARDWARE AND METAL

Any Canadian hardware jobber will verify the statement that nearly every hardware dealer in the whole Dominion is a paid subscriber to **HARDWARE & METAL**. It is the national Canadian authority on hardware, and, with a subscription price of \$3 per year, it is *the highest priced hardware paper in the world*. Subscribers pay this price because it is worth it.



Last Year's (1916) issue, contained 270 pages. Note card which invites subscribers to hang up this issue for constant reference. This year's issue will have similar device.

The Annual Spring Number March 24

USE the Annual Spring Number to be mailed March 24th. This issue—the finest of the year—is an established institution in the hardware trade of Canada. It is designed to be a Reference Book for Canadian hardware merchants during their season of greatest activity—the Spring months. It helps them to plan a definite campaign for Spring business and is consulted, almost daily, by its subscribers during that time.

First forms close March 5. Send reservations for space at once.

Page rate, one time, \$35.00. 52 times, \$19.00. Rate card and circulation statement on application.

**THE MACLEAN
PUBLISHING CO.**
TORONTO Limited

Also at
Montreal, Winnipeg, New York,
Chicago, Boston and London, Eng.



Fuller

Advertising

Of course your business is different.

And the first duty of an advertising agency is to find out what that difference is. The same difference that makes your business distinctive will probably make your advertising equally distinctive.

The thoughtful advertising agency recognizes that any two

businesses, even in the same field, may be quite different one from the other.

To determine what these differences are and to measure their effect upon the sales and advertising plans require, above all, an intimate and thorough study of organization, methods, product and market by trained and unprejudiced minds.

& Smith
Cleveland



Lynn S. Abbott investigates and then joins Street & Finney, Inc.



MY friends ask me why I joined Street and Finney, and my answer is:

I found Street & Finney doing things far ahead of anything I had ever seen an agency do in all my twenty-three years of experience.

I found Street & Finney's merchandising department increasing the branch sales of one of their clients over 225%.

I found Street & Finney helping one of their clients to secure the *finest distribution ever sold in that line.*

I found Street & Finney *going out and selling* goods for a client in unyielding territory.

I found Street & Finney operating campaigns for two advertisers where they made the advertising *guarantee a certain quota of sales.*

I found Street & Finney building a new package for a new product in a new, scientific way. I found them *creating new products* for clients. I found them revolutionizing old ones to make them sell more easily.

And I found many other things.

Investigate Street & Finney as I did and you will either want to be a part of their organization or want them as a part of your organization.

If I do not get around to see you soon enough, drop me a line or call me up and I shall be pleased to acquaint you with facts about Street & Finney that will surprise you as much as they did me.

Lynn S. Abbott

Why Woolworth Is Starting a Store in Fifth Avenue, New York

The De Luxe Market as Analyzed by This Successful Chain

FIFTH AVENUE, New York, is more than a street. To parody a well-known slogan, it's a "national institution." It's an artery of national traffic and its retail shops are national enterprises. These are in effect testing stations showing the character of the higher-class market of the country.

Manufacturers, therefore, watch its buying habits closely. A change in this street is significant as showing the buying temper of a large class of consumers.

For these reasons the fact that the F. W. Woolworth Company has decided to locate a five-and-ten-cent store on Fifth Avenue, in the heart of New York's de luxe shopping district, is causing much comment. The proprietors of the exclusive shops in this section are rebelling against the decision, because they feel that the presence of a store of this character in their midst will detract from the aristocratic tone of the neighborhood. Those who are not rebelling are wondering how Woolworth, selling nothing over a dime and in view of the enormous expense of conducting a business on Fifth Avenue, will be able to make the store pay.

Manufacturers are a little curious to know if this thriving chain has discovered something about the buying habits of the rich that others have been overlooking. Has it, for instance, made a test to determine if it can compete with Tiffany's and stores of this type in getting the attention of the wealthy Fifth Avenue shopper? Do the rich buy popular-priced merchandise? In a word, what are the reasons that prompted this chain to select a location that the average person would think is most unsuited for the sale of five-and-ten-cent goods?

A representative of **PRINTERS' INK** put these questions and several others to H. T. Parson, vice-

president and treasurer of the F. W. Woolworth Company. The information given in this article is a result of the interview.

Mr. Parson said that Fifth Avenue did not scare them. That, in fact, the aristocratic reputation of the street means nothing to them and did not influence them in any way in selecting the location. They are locating on Fifth Avenue for identically the same reason that they located in over 900 other places. Their experience in selecting these other locations, and not the peculiarities of New York's fashionable thoroughfare, is the thing that guided them in picking this new site for a store. Neither the desire to invade the hallowed precincts of the district, nor the buying whims of the rich had anything to do with the move. The only thing that induces the F. W. Woolworth Company to go into any location, no matter where it is, is the positive knowledge that it can profitably sell its goods in the place. In other words, Burlington, Vt., and Billings, Mont., and all the cities between and beyond were "invaded" by Woolworth for exactly the same reason that Fifth Avenue is now being "invaded."

STORES LOCATED WHERE THE CROWDS GO

What is that reason? Isn't Fifth Avenue decidedly different from the shopping streets and avenues of all other cities and towns? Is it fair to assume that the same merchandise can be sold on this avenue as in other places? These questions are natural enough. Let us see what is the answer to them. There is no issue as to New York's noted avenue being different, but, according to the Woolworth people, it is relatively no more "classy" nor exclusive than are the fashionable shopping centers in other cities. Going on Fifth Avenue is no more adventurous

for them than when they located on Nicollet Avenue, in Minneapolis, or when they opened their mammoth new store on State Street, in Chicago. In locating in any city they get as near the heart of the shopping district as they can. They know from experience that it pays them to do so. High rents do not scare them. The location is the only thing that counts. If that has been selected wisely, a satisfactory business is sure to come. And when they do take these prime locations in other cities they are usually criticized in about the same way as they are in New York now. Established merchants shake their heads and say that it is a foolish move. "A store selling only five-and-ten-cent goods can pay no such rent. Maybe they can do it in other cities, but it can't be done here. This town is different. Perhaps they could have put the thing across if they were not so fussy about getting such a fancy building right in among all these swell stores." Such is the burden of the complaint of the onlooker, but despite his predictions the stores never give an indication that a mistake has been made.

To succeed, a ten-cent store has to cater to large numbers. On the other hand, the high-class specialty shop solicits the trade of comparatively few. Since most of the stores on Fifth Avenue are of a type that find it profitable to cater to only the well-to-do, the presence of an establishment such as Woolworth's among them does seem like an anomaly. But after talking to Mr. Parson one gets the impression that actually there is no anomaly about it.


A veritable wave of humanity is constantly passing the new location in the daytime. Therefore, since neighboring stores are not catering to crowds, and since Woolworth's is, it would seem that the other stores are really the ones that are out of place. In other words, but a small proportion of the multitude of people that pass up and down Fifth Avenue every day are out shopping for seals or sables, diamonds or

pearls, silks or satins, Oriental rugs or other merchandise of this character in which the stores of the section largely deal. However, the vast majority of these people, regardless of their social or financial position, will always be in need of some of the little articles that are sold in ten-cent stores. It seems to be assumed in many quarters that everybody that travels Fifth Avenue must be wealthy. Of course, this is ridiculous. The street is used by all classes, although, it is true, most of them are able to keep the wolf a respectable distance from their verandas.

WOOLWORTH'S WIDE APPEAL

This brings us to another question. Do the well-to-do buy goods in ten-cent stores? Even though, as already stated, they may frequently need articles such as stores of this kind have to offer, won't they go somewhere else for them? The Woolworth people have made a pretty thorough study of human nature in their 920 retail laboratories, and they know from this extensive experience that they can depend on getting the business of the well-to-do. Wide observation has convinced them that human nature is much the same everywhere, and that folks may always be relied upon to evince the same buying traits wherever they are. The formula is this—a large crowd plus a ten-cent store equals big sales.

The explanation of this formula is simple. Carrying large variety, the ten-cent store is able to interest everybody in something. Some may patronize the store for the sake of economy, others for convenience, a few because the desired article can be obtained nowhere else. Any one person does not have to buy very much at the store or come very often to make it succeed. The secret of the thing is specialization in merchandise at a fixed price. There is an ever-growing tendency for people to go to the store that specializes in its line. That is why the patronage of people who financially are not obliged to buy

NDIGESTION is a somewhat common but none the less terrifying disease for an advertising agency to develop. It is apt to become chronic.

We try to accept only such accounts as we can assimilate and desire them no more rapidly than we can digest them.

The establishment of a connection between an advertiser and an agent is to our mind a thoroughly mutual enterprise.

We're glad to tell the plain truth about our way of working, to advertisers who want to tell us the plain truth about their selling situation.

CORMAN CHELTENHAM COMPANY
INC.
Merchandising Counsel Advertising Service
11 EAST 36TH STREET
NEW YORK

Established 1897

THE LEADER

THE NEW YORK TIMES published a greater volume of display advertising in 1916 than any other newspaper in the seven principal American cities.

Agate lines

The New York Times 9,772,546

First St. Louis Newspaper . . 9,716,840

First Chicago Newspaper . . . 9,641,400

First Cleveland Newspaper . 8,395,016

First Boston Newspaper . . . 7,848,222

First Philadelphia Newspaper 7,762,800

First Baltimore Newspaper . 7,475,962

The average net paid daily and Sunday circulation of The New York Times is 340,904 copies—representing, in one grouping, the largest number of intelligent, discriminating and responsive readers ever recorded by a newspaper.

five-and-ten-cent goods is received. Other retailers are specializing in another kind of merchandise, and even though they may not disdain small-price goods, it is outside of their line, and hence they do not bother with it.

Five-and-ten-cent products are not necessarily "cheap" merchandise, although it is true that war conditions have temporarily affected the quality of some items in this line. The fact that these goods are not "cheap" is proved by the large number of advertised brands of standard quality that can be found in a ten-cent-store stock. In speaking of this point recently, C. K. Woodbridge, sales manager of the Loose-Wiles Biscuit Company, said:

"The five-and-ten-cent stores are the best friends to-day of those who desire to maintain a fixed price on an advertised article. The number of advertised articles in five-and-ten-cent units is rapidly increasing in their stores and the price is always as advertised, five and ten cents."

This Fifth Avenue store will have the standard red front, although the fixtures and equipment will be in keeping with the character of the neighborhood. Mr. Parson said that they will be the finest for the purpose that the company's architects will be able to design.

The store will open up with the usual line of merchandise. What the store eventually will feature will be determined by demand. It is likely that such articles as mops, dishpans and things of this character will not sell big. On the other hand, souvenirs, candy, notions, novelties, toys and such things will be undoubtedly in strong demand. The best sellers vary widely in the different stores of the company, although some items move rapidly everywhere. The way that the concern features articles that are in demand explains the tremendous volume of sales that it is able to pile up. Many retailers work on the theory that the stuff that people want will sell, anyway; so they concentrate their energies on the stickers. This slows up turnover.

Woolworths, on the other hand, while never neglecting to push the things that they want to sell, always shove hard the thing the people are asking for. This was illustrated recently when the advertised Hump hairpin came on the market. By showing tremendous displays and by putting a powerful selling smash behind the novelty, wonderfully large sales were run up before many dealers knew the article was in existence. By the way, this incident shows one way that the company gets the trade of the wealthy. They went to the Woolworth stores to get this article because it was featured more compellingly there than by most other stores.

STORES ARE PLACED BY SYSTEM

It was rumored several years ago that this five-and-ten-cent concern was planning to locate on upper Fifth avenue. At that time merchants in the section scoffed at the idea. Mr. Parson was asked why his company delayed so long in coming to a decision. His reply was, "The time wasn't ripe." Back of this reply is the story of the wonderful system that the company uses in selecting its locations. Nothing can stampede this organization into deciding on a site until the evidence is all in. Soaring real-estate values do not frighten it into signing a lease until it is ready. The company does not speculate in locations. Every scrap of evidence is taken into consideration before a site is picked. The volume and trend of traffic is studied from every angle. Much care is given to an analysis of the permanency of the neighborhood. Very often the investigators have been able to sense a coming shift in the center of the retail district of a town that seems almost uncanny to one unfamiliar with the careful methods of the concern. Sometimes it locates on the outside of the business section and is laughed at by the other merchants. Then in two or three years it finds itself right in the heart of the new shopping section and thus has its judgment vindicated.

So when the F. W. Woolworth

Company signed a forty-two-year lease, at a rental that is reported to be in excess of a hundred thousand dollars a year, for a site in Fifth avenue, it is as certain as anything can be that it is going to be in the center of New York's blue-ribbon shopping center for at least a major portion of the term.

Other things undoubtedly had their influence on the company in selecting this location. The average transient population of New York is estimated as high as a quarter of a million a day. Fifth avenue is the one place that most of these people are sure to visit. The advertising value of the location is obvious. These visitors are familiar with the Woolworth stores in their own localities. Few transients see the stores of the company on Fourteenth street or Sixth and Eighth avenues, or on other streets in New York, and many of them have been known to go home and say that "Woolworth is not in New York." Few of them will miss the new store, however. Then, too, a location on the Metropolitan City's famous traffic artery has a psychological value. It indicates prosperity. It subtly bespeaks worth, quality, substantiality. The very location, so close to wealth, seems to enhance the value of the goods offered for sale.

Aside from the information given in the story, the incident carries a lesson to advertisers. It is this—the man who is satisfied with things as they are, is not mentally in a position to recognize opportunity. Ninety-nine persons in a hundred would take it for granted that there is no chance for a ten-cent store on Fifth avenue within the environs of all that is exclusive and just-so. If a person were asked about it the chances are he would have said, "It can't be done." Mr. Average Man would take that as final. The chains, however, have been successful because they do not take anybody's word for anything. They find out for themselves and do not accept "it can't be done" for an answer until they have at least given the thing a trial.

Pictorial Posters in Export Selling

"An Aden importer of a well-known American lantern informs the consulate," writes the consul at Aden, Arabia, to *Commerce Reports*, "that the large, brightly colored pictorial posters sent out by the American company have been a remarkable aid to his business. He states that in some instances he has been able to persuade a retail dealer to purchase a trial order of lanterns by promising that he would furnish him one of these posters with the order. A well-known Paris merchant in Aden is deriving equal satisfaction and benefit from the large colored posters recently received with a shipment of American manufactures. The posters attract inquirers and result in business that might go elsewhere. Inquiries made of other merchants have brought replies that are convincing as to the value of advertising of this nature among the natives of the Aden district.

"The sale of almost any line of goods intended for this market would be greatly assisted by the use of pictorial posters. The posters or placards should be fairly large, with brightly colored pictures showing prominently the article advertised, the name of the manufacturer and country of origin, and the brand or trade-mark. The picture must convey the idea usually expressed in the descriptive matter on the ordinary poster. The average native can not read English and European languages and the usual descriptive advertising is worth very little. The peculiar benefit of this pictorial advertising is that it strongly attracts the native and can be understood by him whatever may be his language or education. It is a method of popular advertising reaching all classes and is of great value in a district where few newspapers circulate and none are published."

Wasted Power Aptly Illustrated

A comparison designed to startle the reader to attention is used by the New Departure Manufacturing Company in current copy in a business paper. The advertiser makes New Departure ball bearings, and the illustration at the top of the page shows an old-fashioned stone-boat, loaded with rock and drawn by a span of oxen. "This old boat is wasting power," reads the headlines. "It would take a lot of grease to make this ancient barge draw easily. Such methods are only used where power is of no account." Then the thought is drawn, naturally, to the increased power obtainable when ball bearings are used as compared with plain bearings.

Joins Agency in Detroit

C. K. McConaughy, for six years with the advertising department of the National Cash Register Company, Dayton, Ohio, has become associated with the Campbell-Ewald Company, Inc., Detroit.

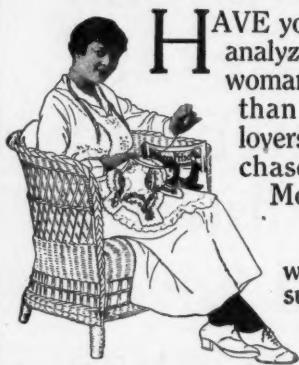
**In Cleveland the
PLAIN DEALER
leads in every
department of
home influence
and paid adver-
tising. Cause
and effect.**

**12,000,000 Lines
in 1916**

Western Advertising Representative:
JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative:
JOHN B. WOODWARD
Times Building, NEW YORK

In New England 60% of Modern Priscilla circula- tion is in cities over 10,000



HAVE you, as an advertiser, ever analyzed the art needlework woman's value to you? More than 600,000 needlework lovers subscribe for, and purchase, each issue of The Modern Priscilla.

Do you realize that the woman who devotes her leisure hours to art needlework is essentially a woman to whom the better things of life appeal? She purchases for herself and her family the best food products the market offers; finer than ordinary curtains, draperies, rugs and furniture for her home, and wearing apparel which bears the hall-mark of quality.

In New England, known throughout America for the conservatism of her people and for the high standards demanded of products she purchases, individually and collectively, The Modern Priscilla and Everyday Housekeeping has an established clientele of more than 55,000 subscribers, 60% of whom reside in cities of over 10,000 population.



The Modern Priscilla

and
Everyday Housekeeping

New York

BOSTON

Chicago

Perverse Congressmen Sprinkle Tacks Along the Pathway of Progress

It Seems Difficult for Some of Them to Realize the Worth of Advertising

NOT long since, PRINTERS' INK seemed to strike a responsive chord when it suggested editorially that steps should be taken to prove advertising's right to existence as an economic factor that facilitates and cheapens distribution. Forces are already at work that it is hoped may unmask for all time the fallacy that advertising investment is translated to the ultimate consumer in terms of increased cost of the advertised goods.

Right on the heels of the events that have shown the need for popular recognition that advertising is an asset and not a liability have come some displays of temper at Washington,—public temper or private temper according to the angle from which you view the outbursts,—that suggest that maybe the campaign of education on advertising ought to be carried a bit farther. The extension would consist of a bid for the recognition of advertising as a means to the end of education for the masses through its instrumentality in making possible the popular-price periodicals of the age.

Why are Congressmen, a certain proportion of them at least, continually "picking on" publishers? This is a question asked by many advertisers with each recurring attempt in the national legislature to increase the rates on second-class mail. However, it is a question that more often than not is prompted seemingly in passing curiosity. The advertiser is mystified that any section of Congress can remain so benighted, but his interest seems to be that of the bystander. He has been told that a doubling or tripling of the second-class rates may mean increased subscription price

and decreased circulations for most periodicals, but apparently he is not, on the average, deeply agitated as to the effect of a contraction of circulation upon advertising interests.

Only advertisers who have watched rather closely the passing show at Washington this winter are apt to be cognizant of a new disposition in Congressional circles to link advertising closely and directly with postal readjustments,—not merely projected increases in the second-class rates but the one-cent postage proposition, the extension of the Parcel Post, etc. The evidence,—well, it is to be found in a dozen or a score of different Congressional scraps of paper, but it is found strikingly and concretely in a bill introduced by Representative Randall of California, following the failure of the amendment which he had tacked on the annual Post-Office Appropriation Bill to provide for the mailing of periodicals in accordance with the "zone" system on a sliding scale of rates.

TAX ON PUBLICATIONS WITH MOST ADVERTISING

In the original "rider" that begot such a storm of protest Congressman Randall left all considerations of advertising out of the question, but in his new substitute, which has not attracted a fraction of the attention accorded its predecessor, he frankly attempts to penalize advertising. In effect, the bill would continue the old postal rate of one cent per pound for all publications "in none of which more than one fourth of the printed space in each issue is devoted to paid advertising matter of any kind." Periodicals that sell for advertis-

ers' use more than 25 per cent of the space in each issue would have to pay the zone rate of postage which it has been estimated would make the average expense of mailing close to 3 cents per pound.

The advertising man or publisher who simply can't "make out" certain Congressmen,—who is at a loss whether to set them down as cranks or reformers or misguided individuals has been particularly mystified by the activities of Congressman Randall. It was conceivable why this member of the Post-Office Committee should be keen to get through Congress the bill prohibiting the circulation of all liquor advertising in "dry" territory,—even if California is a wine-producing State. But why in the world should a Representative from the Pacific Coast seek to impose a "zone" system on periodical mail that might have the effect of compelling his friends and neighbors back home to pay more than their Eastern cousins for the leading national periodicals?

A reply to a question from PRINTERS' INK last week may throw some light on the mental processes of this insurgent. Asked whether he did not fear that California readers would be discriminated against under a zone system of periodical rates, Congressman Randall replied: "Oh, no, I think that the effect will be just the opposite. I think it will result in our getting some of the publishing houses now located elsewhere." Maybe that explains a clause in the new Randall bill to establish rates on second-class matter wherein it is provided "that the Postmaster General shall have authority to grant entry of a publication as matter of the second class at one or more post-offices, except that such publication shall maintain a known public office for transaction of its business in each town or city where such entry is granted."

That there is no stopping a Congressional crusader once his lance is out is attested by the fact that on top of these other measures Congressman Randall has

within the past week introduced yet another bill, only in this latest instance the "reform" is supposed to be in the interest of publishers and advertisers. The bill (H. R. 20686) provides "That the rate of postage on newspapers, excepting weeklies, and periodicals not exceeding two ounces in weight, when the same are deposited by the publisher in a letter-carrier office for delivery by its carriers within the municipal or corporate limits of the town or city where published, shall be uniform at one cent each; periodicals weighing more than two ounces shall be subject, when delivered by such carriers, to a postage of two cents each; and these rates shall be prepaid by stamps affixed."

Oh, well, sighs the advertiser, Congressman Randall is only one man out of 500 in Congress, and let us hope for the best. There may be some solace in that thought, but its application should be limited. The truth is, there nestles here and there in the Congressional strata a surprising amount of prejudice or ignorance or whatever you choose to call it, regarding advertising and the postal subsidy granted to periodicals for the dissemination of knowledge. The Washington correspondent of *PRINTER'S INK* thinks that, latterly, the warped judgment with respect to advertising has been more conspicuous even than the fetish regarding Uncle Sam's mistake in transporting periodicals "at a loss." The debate on the Post-Office bill, the hearings on the Stephens Bill and other airings of Congressional sentiment have all tended to the same impression.

Cock-sure, indeed, would be the individual who would declare that newspaper and periodical publishers have left anything undone to induce Congressmen to realize that there is good reason for transporting second-class mail at the lowest possible rate. But with the advertising element, as distinguished from the publishing, the situation is somewhat different. Perhaps it is because what is everybody's business is nobody's



FOR HALF-TONE ILLUSTRATION

TO demonstrate, in graphic and convincing manner, its extraordinary value as a medium for half-tone printing, we have just issued a rather remarkable folder of

WHITE MOUNTAIN ENAMEL

A copy will be sent on request to any advertiser who is interested in producing booklets, catalogs or other sales literature in which the illustrations play an essential part.

We carry complete stocks of White Mountain Enamel at all our Warehouses in sizes and weights to meet local requirements.

Ask your Printer for Prices

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

Birmingham

Detroit

Atlanta

BAY STATE PAPER CO. DIVISION . . . BOSTON
SMITH, DIXON DIVISION BALTIMORE

New York Office—Fifth Avenue Building
Chicago Office—People's Gas Building

business, but the fact remains that a more energetic campaign of education with respect to the broad principles and specific benefits of advertising might profitably be directed against Congress.

ADVERTISING "LOBBY" MAY BE THE ANSWER

It is just possible that what is needed is an "advertising lobby" regularly and permanently on the job at Washington even as the American Federation of Labor or the Anti-Saloon League or the canning interests or the sugar producers have their watchmen on the tower. Advertising men have conducted some impressive campaigns of education and enlightenment for others,—for the Bethlehem Steel Company, for the New York Central Railroad and a host of private or semi-public interests, but they have not done so well by themselves. A score of great national trade bodies, for example, the National Association of Wholesale Druggists, have their spokesmen at Washington ready, at the drop of the hat, to correct a Congressional misapprehension ere it has time to take root, but when has advertising ever had such sentry service? Sudden emergencies are met with first-aid measures. When Congress seems to be on the eve of actual encroachment upon advertising and publishing rights affrighted interests take full-page space in the Washington daily newspapers to blare their eleventh-hour arguments, but the logic of the ounce of prevention or the steady lick that counts has never found favor with those who should be concerned to see the cause of advertising set right at the Capitol.

Perhaps in the familiarity of their close contact with the forces of advertising many advertising men can have no conception of the density of the ignorance that prevails among numerous outsiders, although those outsiders happen to be Congressmen. In illumination of the situation allow us to rehearse a typical colloquy that occurred during the recent hearings on the Stephens Bill. In the

course of the appearance before the Committee on Commerce of John F. Barry, manager of the New York office of the Audit Bureau of Circulations, Congressman Decker said to him: "You are just the man I have been looking for. I want to find out about national advertising, how it is done, and how it is distributed. Just explain to the committee how the advertising of the country is done."

"I am afraid," demurred Mr. Barry, "you have come to the wrong source for that information, because I know very little about it."

Later, after Barry had explained the purposes and workings of the Audit Bureau the inquisitive Congressman came back to the quest with: "Every newspaper in the United States, practically, that gets any national advertising has to get it through you? Is that a fact?"

"No, we do not touch advertising," corrected Mr. Barry.

"You take a newspaper," persisted the Congressman, resorting to the hypothetical question "in a town, say, of 40,000,—a daily newspaper. Where do they get their national advertising? Whom do they get it from?"

After receiving such explanation as could be vouchsafed in a few sentences the Congressional seeker for light inquired: "It is getting to be more and more the disposition of the national advertiser to do business through agencies, is it not?"

At another point in the Stephens Bill hearings when the occupant of the witness stand was H. C. Brown, assistant to the general manager of the Victor Talking Machine Company, Congressman Decker returned to the subject with the remark: "Relative to the question of national advertising, I would like to ask you some questions. I am only seeking information."

Such incidents as the above are not unusual, nor is the lack of understanding as to the real character and influence of na-

(Continued on page 81)

I Want Eight Men

RECENT GRADUATES OF

YALE
HARVARD
PRINCETON
CORNELL
DARTMOUTH
ETC., ETC.

—preferably men who have worked their way, wholly or partially, through college and who want to start at the very bottom of the advertising business to see what sort of a future they can work out for themselves.

The newspaper field is not only the big advertising field of the future, but it is the place where things are going on to-day. The New York American is the liveliest paper of all the morning papers, and promises in a big way to be even livelier.

The new men will be under the direct personal supervision of Mr. W. F. Oakley, an experienced newspaper man, who has just become Manager of the Classified Advertising Division, and Mr. R. E. Seiler, who had charge of the Employment Bureau at Yale.

The work will be hard; the hours long; the first salary small. But the opportunity to learn the advertising business and modern newspaper business and to advance in salary and responsibility the moment a man proves ready is, I believe, exceptional.

Only the most promising applicants—only those obviously willing to give their entire time and energy, in and out of business hours, to the first work to which they are assigned and a study of the job immediately above it—will even be considered. Please make first application by letter *only*, giving all necessary facts.

THE NEW YORK AMERICAN
1834 Broadway

E. R. CROWE
Business Manager

New York American

Why We Advertise in

The Letters on the opposite page are from

The Pompeian Company, (Pompeian Olive Oil)

Dr. E. R. Moras, (Publisher of Autology)

The Pelton Publishing Co., (Publishers of Self-Help Books)

Arnold Electric Co., (Manufacturers of Electrical Appliances)

Postum Cereal Company, (Food Products)

Newell Pharmacal Company, (Tobacco Redeemer)

Tulloss School of Typewriting

Keystone Pecan Company, (High Grade Pecans)

Clean-O-Pore Mfg. Co., (Vacuum Massage Outfit)

Tyrrell Hygienic Institute, (Internal Bath Appliance)

Byron Tyler, (Cereal Foods)

These firms represent a wide variety of enterprises, advertise extensively and are consistent and liberal users of space in PHYSICAL CULTURE. We have asked them to tell us why they have selected PHYSICAL CULTURE as one of their advertising mediums and to state their experience with it.

We present their replies on the opposite page believing you will find them both interesting and instructive—profitable also in the event that you put their experience to your own use.

What PHYSICAL CULTURE is doing for these advertisers it is doing for upwards of 150 others and probably would do for you also, if given the opportunity.

April is the next issue. Forms close March 1st.

**PHYSICAL CULTURE PUB. CO. FLATIRON BLDG.
NEW YORK CITY**

se in Physical Culture

The Pompeian Co., Baltimore, Md.
Dec. 27, 1916.

We advertise in "Physical Culture" because we know that its readers are in search of information that will help them keep well, if they are well, and get well, if they are not well.

In proportion to the circulation, we receive a great many more communications from "Physical Culture" readers than we do from any other one medium.

THE POMPEIAN CO., *Adv. Mgr.*

The Pelton Pub. Co., Meriden, Conn.
Dec. 27, 1916.

We hold PHYSICAL CULTURE in such esteem (such are past results during the three years' steady use of your magazine) that we have no other intention than using it monthly until July, when we drop all magazines for two or three months.

You will recall that we have used one and two pages monthly, pretty steady, but we have found ultimate results from each advertisement to be on a profit paying basis and we take pleasure in continuing with you.

THE PELTON PUB. CO.,
A. L. Pelton, *President.*

There's A Reason Co., Ltd.,
Battle Creek, Mich.

Dec. 28th, 1916.

In advertising products having such general distribution as POSTUM CEREAL and GRAPE-NUTS it is manifestly impossible to trace results from any given medium. Publications carrying this advertising are chosen primarily in the belief that they reach a desirable class of readers and have sufficient prestige to influence these readers in favor of our client's products.

The fact that we have been using Physical Culture for a long period of years possibly best indicates the regard in which it has been held.

THERE'S A REASON CO., LTD.

Keystone Pecan Co., Manheim, Pa.

Dec. 27th, 1916.

Our advertisements in "Physical Culture" have always produced paying results, promptly. Definite traceable business produced at a sufficiently low cost, to allow us a reasonable profit, is our only reason for advertising in "Physical Culture."

KEYSTONE PECAN CO.,

Mr. E. G. Hess, *President.*

Arnold Electric Co., Racine, Wis.

Dec. 26th, 1916.

We have used Physical Culture going on four years and the results obtained have been indeed satisfactory.

We are pleased with Physical Culture for more than one reason. The circulation we know is splendid, that is, no one subscribes for Physical Culture unless they are really interested in the betterment of their health.

ARNOLD ELECTRIC CO.,
(Mr. R. A. Blish)

E. R. Moras, M.D., Highland Park, Ill.
Dec. 29th, 1916.

I have been for years one of your steadfast and consistent advertisers because your subscribers and readers make steadfast and consistent autologs.

My advertisement of Autology in Physical Culture has always been profitable.

E. R. MORAS, M.D.

Newall Pharmacal Co., St. Louis, Mo.
Dec. 29th, 1916.

It may interest you to know that we started using Physical Culture in 1914 and since that time we have used 22 pages in your publication, and we find the results most excellent; in fact, so much so, that we are now sending you orders for a page to be used each month, *t. f.*

NEWELL PHARMACAL CO.,
L. Caplan, *Asst. Secy.*

Chas. A. Tyrrell, M.D.,
New York City, N. Y.

Dec. 26th, 1916.

Yours of the 20th inst. at hand. It gives me pleasure to state that we have been using Physical Culture since its first issue and with most excellent results. Our reason for having used it consistently during this time is that it has been one of our best mediums and we know whereof we speak, as we keep very close track of all our advertising.

RICHARD PALMER, *Mgr.*

Byron Tyler, Kansas City, Mo.

Jan. 4th, 1917.

The readers of Physical Culture are broadminded, and not dominated by any class or cult. I get the great majority of my patronage through the Physical Culture Magazine.

BYRON TYLER.

Clean-O-Pore Mfg. Co.,
New York City, N. Y.

Dec. 27th, 1916.

We consider Physical Culture one of our regular "stand-bys."

It seems to the writer that the reason for Physical Culture's very good pulling power is that its readers have a great deal of confidence in the magazine and are sincere in reading it and believing the lesson that it teaches.

CLEAN-O-PORE MFG. CO.

The Tulloss School, Springfield, Ohio.

Dec. 27th, 1916.

We have been using the advertising columns of Physical Culture for some time past, and, as a whole, it has proven a comparatively good paying investment.

The class of readers of this Magazine are, I believe, in the main, people who have progressive ideas, alert for things that will make of them better, stronger and more efficient men and women. They understand, I am sure, that no spurious propositions are permitted in the columns of the publication; therefore, they read therein as representing something which they may safely acquire for themselves.

GEO. D. BATES, *President.*

Local Leadership Points the Way

NATIONAL advertisers who select newspapers for the strength they show *locally*—and that is the only profitable way—will be interested in these January records of New York evening newspapers — The Evening Mail particularly.

AUTO DISPLAY

EVENING MAIL gained - 31,174 lines
 Second paper gained - - - 27,610 lines
 Third paper gained - - - 26,293 lines

DRY GOODS

EVENING MAIL gained - 28,006 lines
 Second paper gained - - - 22,193 lines
 Third paper gained - - - 10,708 lines

REAL ESTATE

EVENING MAIL gained - 11,060 lines
 Second paper gained - - - 3,633 lines
 Third paper gained - - - 655 lines

RESORTS

EVENING MAIL gained - 6,100 lines
 Second paper gained - - - 1,392 lines
 Third paper lost - - - 148 lines

LOCAL DISPLAY

EVENING MAIL gained - 70,865 lines
 Second paper gained - - - 64,612 lines
 Third paper gained - - - 26,567 lines

The Evening Mail also gained 51,070 lines of national advertising and 25,605 lines of financial advertising.

*Only four New York evening newspapers showed gains in dry goods. The others showed losses.

THE EVENING MAIL - NEW YORK

tional advertising confined to the new Congressman or the Member from the isolated rural district. Decker, for example, who is literally as well as figuratively "from Missouri" represents a district with a population of a quarter of a million people. The discussion among legislators of the advertising regulatory features of the Corrupt Practices Act introduced by Senator Owen has disclosed a like lack of knowledge and lack of sympathy with ideas of advertisers and the ideals of advertising.

ASTONISHED AT SIZE OF APPROPRIATIONS

One defect of Congressional reasoning that clearly requires correction is a disposition to regard large figures as signs of iniquity, despite the fact that the Congressmen themselves are, in making appropriations accustomed to deal in big figures. Tales of a cash turnover of \$1,000,000 a day by a Chicago mail-order house and quotations of the sum of \$11,000 as the rate for a double-page advertising spread in colors in a popular weekly always beget gasps that betoken suspicion as well as amazement.

Apropos the need for a campaign of education on advertising in darkest Washington it may be recalled what was accomplished by the Quoin Club some time since through the use of full-page space in magazines to preach the gospel of the nationally known trademark. Yet, advertising's right to a place in the sun is a vastly more vital issue than was the one then involved. Congressmen have not only the power to legislate adversely to advertising, but they must be sold on advertising if Uncle Sam is ever to become an advertiser in the sense that the Canadian Government is now an advertiser. A campaign of education, by all means, but, to begin with, give the instruction in words of one syllable.

James B. True, Jr., has joined the Chicago *Tribune* as manager of the copy and service departments. He was formerly advertising manager of the Smith Motor Truck Company, of Chicago.

News Interest in the Window Display

NEW YORK, February 10, 1917.

Editor of PRINTERS' INK:

I have often wondered if taking advantage of timely events to get a new angle on presenting an advertising message was a profitable medium for the advertiser. In other words, does it pay to hook up the advertising copy with news of local or national interest?

One example of this kind of publicity came to me most forcibly the other evening and I believe it paid the "advertiser."

A dealer in men's furnishings has a shop located on a passageway that is the entrance to a popular movie show. One night the film "Where Are My Children?" was being exhibited.

The first thing that caught the eye after looking at the posters advertising the show was the dealer's sign, hung in his window. It read:

"Where Are My Kids?—Right Here—\$1.25 a Pair."

I do not know just how much business this brought, but I patronize this shop now just because I think the owner is a live one. At any rate, you may think the "joke" worth passing along to your readers.

C. W. GARRISON.

Tobacco Manufacturer Resents Unfair Rumors

To combat the circulation of reports which it alleges are intended to injure the sale of Camel cigarettes, the R. J. Reynolds Tobacco Company is advertising in large newspaper space that it will give \$500 to each of the first twenty persons who furnish satisfactory proof of the identity of the person spreading such rumors abroad, together with the names of the persons, firms or corporations who are behind them. "A malicious liar, regardless of vocation, is the scum of creation," reads the heading of the advertisement.

Campaign on Tips for Children's Shoes

The Tel-Til-Tip Company, of Holland, Mich., has appointed Mallory, Mitchell & Faust to handle its advertising account. A campaign in the magazines is being prepared to advertise a patented tip to prevent scuffing of toes on children's shoes. The purpose of the campaign is to direct consumer demand on the dealer for shoes equipped with the tip which are identified by the company's trade-mark on the sole of the manufacturer's shoe.

W. H. Lumpkin in Charge of "Bethlehem" Campaign

Walter H. Lumpkin has been appointed advertising manager of the Silvox Company, South Bethlehem, Pa., manufacturer of Bethlehem automobile accessories. He has been associated with the Silvox Company for several years in the selling end of the business.

Closer Restrictions Put on Guarantee in New Agreement

Sixty-three Importers and Manufacturers of Gloves Take Steps to Curb Abuses

IN an attempt to do away, partially at least, with some of the glaring abuses that have grown up in connection with the glove guarantee, twenty-six importers and thirty-seven American manufacturers of gloves recently got together and bound themselves to the following agreement:

"Owing to increasing difficulties in manufacturing kid gloves and the practice of returning gloves for exchange or credit that are partly worn out or damaged by unfair treatment, we, the undersigned manufacturers and importers of gloves, hereby agree and bind ourselves to the following uniform method of treating all claims for damaged gloves with sales made from stock and advance orders for future delivery from January 1, 1917:

"1. Customers are to be credited twice yearly with fifty per cent of the value of gloves returned AND ACCEPTED.

"2. All gloves returned and accepted to be retained by manufacturer or importer."

WHAT PLAN IS INTENDED TO ACCOMPLISH

The principal object of the plan is to bring about a uniform method of making allowances on goods sent back for credit. It seems that in the past many of the houses have operated on the fifty-fifty arrangement, but that many others had no settled policy. They handled each case as best they could, and often allowed for goods that should not have been accepted at all. It is obvious that this lack of uniformity created considerable friction and did not make for the best interests of the industry. It encouraged recklessness in returning gloves.

Another advantage of the plan is in settling for all returns at a definite time twice a year. Heretofore the custom of many of the

concerns has been to pay for the claims as they came in. This caused a great deal of clerical work and was a constant source of annoyance.

While the agreement has been in effect since the first of the year, evidently, however, it is meeting with some opposition from merchants.

The Executive Committee of the National Retail Dry Goods Association at its last meeting passed a resolution expressing disapproval of the policy. That is one of the subjects that will come up for discussion at the forthcoming meeting of the Association. O. M. Reid, a well-known authority on glove subjects and who was active in formulating the present plan, will appear before the organization and explain what the manufacturers and importers are up against and what they are trying to accomplish. He will ask for the co-operation of the retailers in overcoming the manifold evils that have developed in the trade.

This retail association believes that the plan of the glove people is not equitable. It contends that if the distributors of gloves take back damaged merchandise, they by this act admit that the goods were at fault, and that they should not be called on to share half the expense. They claim that in paying only for half the gloves, they do not show themselves willing to stand back of their guarantees, as they should.

However, it is said that retailers, as a whole, are satisfied with the plan, and it is expected that much benefit will accrue from the observance of it.

Every man thinks that his own particular business is the most difficult on earth, but it is probably generally conceded, even by those not in the trade, that the glove

(Continued on page 87)

PRINTING SERVICE FOR ADVERTISERS

If you prefer you can find a copywriter to write, an artist to design, an engraver to make the plates and a printer to print your catalog, but Poole Bros., however render just this service so why divide the responsibility, when the division means that the responsibility is all yours?



POOLE BROS. CHICAGO



Put small row
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all town magazine circulation der the microscope

YOU needn't *guess*. You can buy small-town pulling power with the same certainty that a factory Purchasing Department buys more tangible manufactured products. But you must use *similar methods*.

You must test circulation—analyze it—put it under the lens. You must draw up specifications.

If you put COMFORT'S circulation under the glass you will find it fully

Up To Your Specifications.

1. You will find that COMFORT absolutely fits the needs and desires of farm folks—and hence pleases them best and influences them most.

2. Its subscription methods insure a responsive circulation.

3. It reaches people of high purchasing power.

Why not draw up specifications showing just what you really want in the way of small-town circulation. Then compare COMFORT'S circulation with these specifications.

You will end, we believe, by finding COMFORT a magazine that will produce profitable business for your proposition among the best sort of farm and small-town folks.

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Aedon Hall.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

BEMIS CUT BAGS

**INSURE SAFE AND QUICK DELIVERY
OF YOUR CUTS**

A convenient, thoroughly satisfactory way to send out cuts. Each cut identified by your name on bag. Cannot go astray. Bemis Bags save time and money. Made in all required sizes.

Send for FREE SAMPLES and Prices.

BEMIS BRO. BAG CO.
Dept. 1-C ST. LOUIS, MO.

industry has more perplexing problems to deal with than many other lines. It is one of those businesses where all factors—the manufacturer, importer, dealer and consumer are dissatisfied with conditions.

Most of the dissatisfaction centers around the guarantee and misunderstandings that have grown up in connection with it. The present movement of these sixty-three big interests in the industry will be watched with interest by all manufacturers who are interested in that perennial source of discussion—the guaranteeing of merchandise by its producer.

Glove houses have always had their troubles, but they have had to contend with ever-growing difficulties since the war began. Importers are finding it extremely hard to get goods from abroad, and the American manufacturers are finding the same trouble in getting their skins. This annoying condition on the producing end of the business was aggravated by even worse conditions on the selling end. In the great returned-goods abuse that we have been hearing so much about lately, and which has been treated at length in *PRINTERS' INK*, the glove people suffered more than anybody else. It is probably too much to expect an improvement in the importing situation until after the war is over, but for some time the various houses in the trade have been thinking that it was possible to do something to abate the widespread nuisances that have been flourishing in the selling end.

Last summer when Mr. Reid began to interest manufacturers and importers in the proposed plan it was the intention at first to abolish the guarantee entirely. It was thought then, in view of the difficulty they are having in getting gloves, that the firms should not be called on to live up to their former guarantee in this emergency. However, they finally decided to agree on a plan that could be permanently followed even after conditions are restored to normal.

It is generally agreed that the principle of the guarantee is right. The manufacturer should be willing to stand back of his goods. Dealers who try to be fair in making claims on the importer and manufacturer, and the consumer who is fair in bringing back only goods when she has a just claim, should be protected. Nevertheless, there are many in the trade who feel that the whole idea of the guarantee is wrong. They explain that before the days of the widespread use of the guarantee, the consumer looked upon gloves as rather delicate articles and did not expect that they could give extraordinary service. But when the first guarantees came out, calling buyers' attention to all the possible imperfections that a glove could have, it led people to look for those very imperfections. In other words, people began to expect more of gloves after they were guaranteed.

These men contend that specific guarantees against certain things that may possibly happen to a glove act as negative advertising. They say that the glove itself should not be guaranteed, but that it should be guaranteed to give reasonable satisfaction and then left to the buyer to judge whether or not she has had satisfactory wear out of the glove. They claim that the specific guarantee is an actual invitation to people to bring back their gloves for any and all causes.

AN EVIL OF THE TRADE

Those not in the industry have no idea of the large percentage of gloves that is returned. With some houses it amounts to little or nothing, but with many others it runs up very high, and in some cases as much as ten per cent of the gross sales. It is said that this practice took the entire profit out of the business of some firms, and is a serious drain on the profits of many of them. Neither the manufacturers nor the importers object to the return of their merchandise when there is a just cause for it, but they do object to being imposed upon to the great extent that has become the custom. It



"PUNCH" covers the best part of the British Public; its editorial section appeals to both sexes and offends neither. Its advertising section keeps in line, and goods or service of the right value can be most profitably featured in its pages.

"PUNCH"

ROY V. SOMERVILLE
Advertisement Manager, "Punch,"
10 Bouverie Street,
London, E. C., England

is claimed that some people never buy new gloves at all. They get a new pair every time they need them by complaining about the last pair. People have been known to use a pair of fancy dress gloves in fixing a furnace or in cleaning an automobile, and then go back to the dealer with a complaint that the merchandise did not hold up.

Those engaged in the industry do not hesitate to say that the whole question of the observance of glove guarantees has been very badly managed. The retailer is probably more to blame than the manufacturer.

A man who is very well informed on the subject, and one who was formerly engaged in the glove business, in referring to this matter, said:

"What the glove interests must do is to educate the dealer in how to handle his glove trade. It is probably the most particular trade that the average retailer caters to. Many merchants are dissatisfied with their glove departments. They think it causes them too much annoyance and brings them too many complaints. Yet these merchants are afraid to give the department a subordinate position in their stores because they know that if it is run right, it is an immense trade drawer, and they are always hoping that conditions will improve.

"Glove salesmanship in most stores is not good. The clerks in many instances do not fit people properly, and above all, they do not take the trouble to explain tactfully and courteously just how far the buyer may expect the glove to give satisfaction. The broad statement that the glove is guaranteed is not sufficient. In fact, this is what causes most of the trouble. The clerk brushes away all the objections that the buyer may raise by saying the article is guaranteed, as though that means everything. Quite naturally, if later the glove proves unsatisfactory for any reason whatever, the buyer remembers what the clerk said and goes back to the store quite confident that the claim is a just one. It has been

proven time and again that many gloves do not give satisfaction because the sale was made too hurriedly. Many good merchants are overcoming this problem to a certain extent by insisting that gloves be tried on before they are sold. If the glove is completely put on the hand and buttoned up, and the buyer is told to move her fingers around as she would in ordinary use, any serious imperfections that may be in the glove will be revealed. Where this method is followed the number of complaints is cut down considerably. Manufacturers are willing to stand by this test, but they should not hold that imperfections will always show up in this way. Many times a glove will stand this test and then pull out in the seams the very next time that the buyer puts it on.

"There is a great opportunity for glove manufacturers to teach glove clerks more expert salesmanship. It is the one thing that would cure a lot of the evils in business. This idea is not so fantastical. It is being carried out by many merchants who are making their glove departments a great success. T. Simmons & Company, Chicago glove importers, got out a 'Correspondence Course' in Good Glove Salesmanship some time ago which created much favorable comment in the retail trade, and which, it is said, has done much good. Manufacturers are now very careful in their inspection of gloves, but I believe that they are not careful enough. At least, it is one of the things to which they cannot give too much attention. It will save many a complaint."

Deere & Co.'s New Director of Publicity

H. M. Railsback has been appointed director of publicity of Deere & Company, Moline, Ill., succeeding the late Frank D. Blake. He has been associated with the company since 1911.

Beginning with the February issue the name of the *American Carpenter and Builder*, Chicago, is changed to the *American Builder*.

Results

Something over a month ago a merchant came into our office to buy some *printed matter*.

By rearranging his copy, adding another color and using heavier paper, we sold him a piece of *advertising matter* — salesmanship in print.

A few days ago we received a letter from this client which read:

"We received 2 per cent of answers with orders enough to cover entire expense and several NEW customers added."

Real salesmanship in print pays for itself — and a great deal more.

Get our whole story in booklet form. It's free.

ARROW PRESS INC.

"Salesmanship in Print"

320 W. 39th St., New York
Tel. Greeley 329, 330, 331

*Direct-by-Mail Literature
Advertisement Composition
Catalogs Booklets
House Organs*

Project for Second-Class Mail Rate Increase Will Not Down

Another Bill Introduced in the Senate, But Is Killed on Point of Order

Special Washington Correspondence.

IF Congress does not, at its present session, provide for some increase in the rate on second-class mail, it will not mean that such action will not be taken in the next Congress or the one after that. Such is the attitude of that body of Senators and Representatives,—seemingly in a minority as yet,—that regards as inevitable an advance in the carrying charges on periodical mail.

A fatalist on the subject is this brand of national legislator, whether he be an active crusader for higher rates or merely a silent voter who is prepared to cast his ballot against what he regards as postal inequalities. He puts the second-class rate increase in the same category as death and taxes. He will tell you that "it is bound to come," albeit he and his kind are by no means a unit as to whether "it" is a zone system or a flat increase in the rate on newspapers and magazines.

The vitality of this subject has been attested by the manner in which the issue has been resurrected in the United States Senate after it was supposed to have been killed, for this session at least, in the House of Representatives. When the "rider" on the Post-Office Appropriation Bill went out on a point of order on the floor of the House it was the conclusion in the lower house of Congress and in advertising and publishing circles that a quietus had been placed on this subject until, say, next December. Although Congressman Randall, originator of the zone scheme, promptly put in a separate bill embodying his zone idea with a few extra frills, he confided to **PRINTERS' INK** that he had no expectation of action by this Congress, and had made his move merely to have the matter before Congress—on record, as it were.

When publishers' representatives, following the Post-Office Appropriation Bill over to the Senate side of the Capitol, explained to members of the Senate Post-Office Committee that they would appreciate an opportunity to appear in protest before the sub-committee in charge of the bill if there was any danger that the second-class rate matter would be revived in any form, they were assured that there was scant chance that the Senate committee would turn a hand in the matter. The same attitude was conveyed with respect to one-cent letter postage (which in the Congressional and Post-Office Departmental mind is tied up with second-class increase), although one advocate of one-cent letter postage was given a hearing before the sub-committee.

Surprise was occasioned, naturally, in view of this prelude, when the Senate Post-Office Bill reported on February 9 was found to contain a provision for boosting the second-class rates. Rejecting the idea that originated in the House, for a zone system, the Senate solution of this perennial Congressional problem proposed that on all second-class mail mailed by the publisher a rate of 1½ cents per pound instead of the present rate of 1 cent per pound shall be in effect for the year July 1, 1917, to June 30, 1918, and that a rate of 2 cents per pound shall be in force from July 1, 1918, to June 30, 1919, and for succeeding years.

On a point of order raised by Senator Hitchcock, of Nebraska, this proposition was killed. But the senators found that there was some division of opinion among the large publishers as to a moderate increase in the pound rate. One faction, annoyed by constant reiteration of the argument that the publishing industry is being

More than Half a Million

The net paid circulation
of

EveryWeek

has passed the 500,000
mark and is still growing

The Crowell Publishing Company
381 Fourth Avenue New York

Your Interest Is Ours!

THE main principle in business is CO-OPERATION, and we aim to live up to it in the full sense of the word.

From the time an order is received—in the office; in the several departments through which it is passed along, until the final delivery—the principle is religiously followed.

If your order—be it Booklet, Catalog, Calendar, etc., small or large—is not delivered on time we suffer with you from the fact that the transaction has not produced an equitable return. Therefore, we give you SERVICE to further our own interests as well as yours. Do you get the point?

We co-operate with you to succeed

Charles Francis Press

PRINTING CRAFTS BUILDING, NEW YORK
(Eighth Avenue from 33rd to 34th Streets)

Telephone 3210 Greeley

"subsidized" under the present law, seemed willing to concede an increase in some form, provided it is not so large as to be actually confiscatory. Acting on this information, the whole subject was again reopened in the Senate on Monday and debated on Tuesday, February 13. By the close vote of 37 to 34, the Senate finally refused to suspend its rules and permit attachment to the Post Office Appropriation bill of an amendment increasing the postage rates on newspapers and magazines and decreasing to 1 cent the rate on drop letters. This is expected to end the fight over the provision at this session, although in view of past experiences with this agitation, it is not safe to be sure of anything.

HOW CONGRESSMEN LINE UP ON THE QUESTION

Granted that nothing short of a miracle will allow any measure for a second-class rate increase to gain the approval of both houses of Congress in the short time intervening before March 4, when this Congress dies, the question arises as to just how much of a sentiment there is in Congress for a change in the second-class rate (leaving details of application out of the question), and what likelihood there is of a disturbance of existing conditions by the new Congress which is liable to get into action any time after March 4 in the event that the President finds it necessary to call a special session.

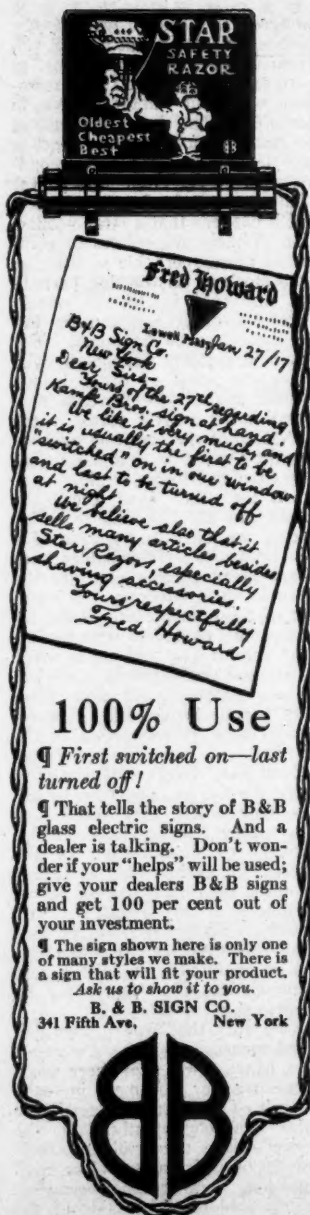
Confining the canvass to Senators who have yet several years to serve and to Representatives who have been re-elected to the next Congress, a representative of *PRINTERS' INK* devoted the interval from February 10 to February 12 to an attempt to record a Congressional straw vote on the broad proposition of a second-class increase. Never has it been found more difficult to pin Congressmen down on any subject. The interrogator was reminded of the remark of Chairman Moon of the House Committee on Post-Office, "I do not believe a Member of

Congress is afraid of war, of pestilence, or famine, but he will run from a newspaper every time."

In each house were found members who told *PRINTERS' INK* in confidence that they are prepared to resort to a filibuster or go to any lengths to stop the second-class increase. These foes of the plan are conscientiously opposed, but it happens that a large proportion of them are editors or owners of newspapers, big or little, or hold stock in this or that periodical, and they hesitate to undertake a blatant championship lest their motives be impugned. For example, Senator Hitchcock, who made the point of order in the Senate against the increase proposal in its newest form, is the president of the company publishing the Omaha Morning, Evening and Sunday *World-Herald*.

On the other hand, the legislators who are favorable to an increase are, save in the case of a few notorious irreconcilables, very chary about coming out into the open in their advocacy. A number of these supporters of the increase idea explained with the utmost candor why they are in favor of a postal readjustment, but when it was proposed to quote them they usually begged off. A number of men, in each wing of the Capitol, who are secretly for a second-class increase, hesitate to draw the fire of opposition by announcing where they stand, and also they are restive under thought of denunciation by the press. To again quote, Chairman Moon in his remarks to his fellow members of the House: "You are the most unhappy set of men that God ever let live when you are up against the excoriation and denunciation of a newspaper or a magazine."

One fact that was proved beyond question by the *PRINTERS' INK* canvass was that there are a large number of men in each branch of the national legislature who are consistently "on the fence"—have not made up their minds on this second-class mail question. They have not been definitely sold on either side of the



STAR SAFETY RAZOR
Oldest
Cheapest
Best

Fred Howard
B & B Sign Co.
New York
Lowell, Mass. 27/17

Dear Sirs—
Yours of the 27th regarding
B & B sign at hand.
We like it very much, and
it is usually the first to be
"switched" on in our window
and last to be turned off
at night.
We believe also that it
sells many articles besides
Star Razors, especially
shaving accessories.
Yours respectfully,
Fred Howard


100% Use

¶ First switched on—last turned off!

¶ That tells the story of B & B glass electric signs. And a dealer is talking. Don't wonder if your "helps" will be used; give your dealers B & B signs and get 100 per cent out of your investment.

¶ The sign shown here is only one of many styles we make. There is a sign that will fit your product. Ask us to show it to you.

B. & B. SIGN CO.
341 Fifth Ave., New York



proposition. Parenthetically, it may be remarked that some of these Congressmen are wondering whether it really costs, as the Post-Office Department makes claim, an average of eight cents to handle every pound of second-class mail, but so far nobody has made authoritative refutation of the figure under suspicion.

MAY BE DETERMINED IN COMMITTEE

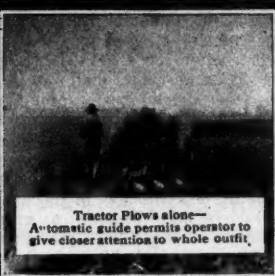
There is no gainsaying the fact that a certain sentimental influence is now being exerted upon the waverers by the circumstance that the Post-Office Committees of both houses of Congress have now declared in favor of the increase. Many of our readers doubtless realize that most of the work of Congress is done in the committee rooms, but perhaps not all realize to what an extent the average Congressman is prone to accept the judgment of a given committee on the matters on which it has specialized. The subjects before Congress are so numerous and so complex that, obviously, no member can undertake thoroughly to investigate on his own responsibility and by his individual effort every topic upon which he is called upon to vote. Accordingly he falls into the habit of relying upon the wisdom of the committee having jurisdiction unless it happens that the issue is one on which he has preconceived convictions or with which he happens to be familiar, as, for example, Senator Harding of Ohio is with publishing. Maybe the busy Congressman does not even find time to read the printed record of the hearings which a committee usually conducts preliminary to reporting a bill. However, he knows that such hearings have been held that some or all of the members of the committee having jurisdiction have, perforce, been present, and so there is a temptation to the member who doesn't know to take, at their word, the recommendations of the committeemen who ought to know. Thus the circumstance that the postal committees have declared for second-class increase

in one form or another has made more of an impression than some persons might suppose.

With a view to reporting to advertising and publishing interests just what arguments are swaying or swerving Congressional sentiment, the representatives of PRINTERS' INK who lately made soundings at Washington made especial effort to discover the consideration that impelled a change of heart on the part of any Senator or Representative who was found to have swung over from a let-well-enough-alone attitude to advocacy of a revision upward of second-class rates. Several separate and distinct influences were found to be at work, aside from the moral effect of committee endorsement as above noted, and it may be worth while to enumerate them.

First and foremost is the representation put forth assiduously from quarters within the Post-Office Committee of the House that the stage has been passed where the publishing industry of the United States is entitled to a "subsidy" from the national government. It is argued that publishing is no longer entitled to coddling as an infant industry nor to substantial encouragement in the dissemination of knowledge. In short, the agitators who take this text would implant the idea that the time has come to abandon the old policy with respect to publications, just as some people believe that the present is an opportune time for the United States to abandon its erstwhile political policy relative to holding aloof from entangling alliances. Or, in deference to a more conservative sentiment, it is urged that even if publications are entitled to some concessions or contributions from the government in recognition of their educational mission there is no reason why Uncle Sam should pay seven-eighths of a publisher's postal liabilities, as the Post-Office Department makes out to be the case.

Closely allied to this propaganda is one which seeks to convince Congressmen that because certain



Tractor Plows alone—
Automatic guide permits operator to
give closer attention to whole outfit.

Farm Ownership

THE farmer who owns his farm is the progressive farmer—and in most cases the power farmer. He has put his "farm factory" on a paying basis and the profits are his to spend.

Seventy-Three Percent Own Farms

Seventy-three percent of POWER FARMING subscribers own their farms. Their profits are not eaten up by mortgages or time payments. They have money with which to buy your goods.

Sixty-two percent of POWER FARMING'S subscribers own motor cars or are in the market. Where else in the farm field can such a percentage be found?

Twenty-nine percent read no other paper.

Not the largest farm market,
but the richest.

POWER FARMING, St. Joseph, Michigan.

NEW YORK
Barabill & Henning
23 E. 26th St.
Mad. Sq. 5064

CHICAGO
Jas. A. Buchanan
Marquette Bldg.
Randolph 5527

Member A. B. C.

POWER FARMING

oft-cited publishing houses are conspicuous financial successes the Government is being imposed upon to whatever extent it transports second-class mail at less than the alleged cost. Members who can look at the situation only from this angle insist that it is nothing short of the extension of special privileges for the Government to "lose money" in this way. "Why, it has become a great business," said one prominent Representative, shaking his finger in denunciation of a popular national weekly. "With this publication getting thousands of dollars a page for its advertising space, you can't tell me there is any justice or consistency in the plea that the publisher is entitled to a bonus for self-sacrificing, disinterested work in behalf of the enlightenment of the public."

The PRINTERS' INK investigation indicates, however, that the argument that is being used most effectively at Washington to make converts for a second-rate increase is the representation that publishers are imposing upon the Government by making use of the mails and the flat one-cent-a-pound rate only for the "long hauls"—extended transportation which is accomplished at a heavy loss to the Post-Office Department, although they selfishly resort to the cheaper medium of fast freight for the short hauls. Congressmen are being told that publishers with an annual advertising and subscription income of millions of dollars are unblushingly putting upon the Government the deficits created by transcontinental mailings at the same time they withhold the short-haul business that would afford the Government its only opportunity to in some measure even up for the long-haul losses.

Over and over again there has been repeated at Washington these past few weeks a recital of the alleged tactics of an Eastern publishing house that is claimed to ship by fast freight to points between the Atlantic seaboard and Kansas City and to mail to points west of Kansas City. The publishing house in question recently

wrote to a Congressman in Washington to the effect that it paid \$681,000 in postage last year and that letter is being used by its recipient as an argument for a second-class rate increase. He makes out that by its own figures this house has paid postage during the year on 68,000,000 pounds of its three publications whereas he figures that if it were not for the long-haul short-haul discrimination, one alone of the three publications, a weekly, would have yielded mailings of more than one billion pounds, figuring on a circulation of two million and an average weight per copy of one pound. "They send the profitable haul by freight and the unprofitable haul by mail. That evidence has never been controverted," was a remark made by Congressman Stafford in connection with this phase of the situation which plainly rankles more than any other.

The most difficult thing in the world, apparently, is to impress upon the Congressman whose mind is made up for a second-class increase that not all publications are in the million-circulation-\$5,000-a-page class, and that in raising postal rates he will be merely striking the modest publishers over the shoulders of the big fellows. Indeed, any profit in publishing seems to be damning. Says Chairman Moon: "If you could segregate those magazines or those publications that are issued not for profit but for the elevation of the American people, for the upholding of morality and religion and the upholding of all that is good in the material world for our people, it would be well to continue to them that encouragement that ought to come from the Government."

Woolworth Earns Ten Per Cent on Sales

The F. W. Woolworth Company's 1916 report reveals the remarkable fact that the net earnings of the company exceeded 10 per cent of net sales. The ratio for the past five years was as follows: 1912, 8.94 per cent; 1913, 9.76 per cent; 1914, 9.23 per cent; 1915, 9.93 per cent; 1916, 10.01 per cent.

Net sales for the year were \$87,000,000, a gain of more than \$11,000,000.

Tracing Results to Advertising

IN THE

McGraw Publications

Advertising often fails to get credit for the results it produces because it has no champion present to fight for it. Particularly in the field of technical selling.

Let "the house" overlook proper credit to a salesman for his part in producing any given piece of business and there will be a roar that will shake the roof. And properly so.

But when a transaction is closed which has been developed, either directly or indirectly, by advertising, who fights for *properly recorded* credit to the advertising?

To illustrate:

An advertiser who had been using space for a few months in *Electrical World* said, "There had been a few scattering inquiries—no results to amount to anything."

A search through his files was made on the spot. To his astonishment he found that 62 *excellent inquiries* had been received.

Some time before an advertiser in the *Engineering Record* said that he got a number of inquiries but made only unimportant sales.

A *brief investigation* revealed a transaction *closed* within the pre-

vious 30 days in which a sale amounting to several thousand dollars was shown to have resulted definitely and directly from the *Engineering Record* advertising. The advertiser stated that this sale alone was of sufficient value to pay for his advertising for *three years*.

How many similar cases had he probably *overlooked* in *three years*?

An advertiser in *Electric Railway Journal* complained that inquiries received did not *mention* the *Journal*. Ergo, he could not give the *Journal* any credit for them.

In the *same conversation* it was developed that he then had pending a transaction involving thousands of dollars in which the negotiations could not *by any possibility* have been originated by anything *except* his advertising in the *Journal*.

These are *typical instances*—uncovered by accident. And this sort of thing is going on *constantly*. The advertiser who *makes it his business to know* the value of his advertising is the most consistent and continuous user of the McGraw Publications.

McGRAW PUBLISHING CO., Inc.

239 West 39th Street, New York

Engineering Record

Electrical World

Electrical Merchandising

Metallurgical and Chemical Engineering

Electric Railway Journal

Members Audit Bureau of Circulations

Make a decision you can stick to!

When you decide to use Hammermill Bond for all your office forms you make a decision that you need never change.

No matter how many different forms you need now or in the future, you will find Hammermill Bond can be utilized to make all of them distinctive.

You will always find Hammermill Bond of standard quality, and the watermark in each sheet—our word of honor to the public—will assure you that you are getting what you order.

Let us send you our free portfolio—The Signal System—which shows you the economy, the value, and the method of using Hammermill Bond for standardizing your office, inter-office and branch forms.

Look for this watermark—It is our word of honor to the public

HAMMERMILL BOND

"The Utility Business Paper"

is made in 12 colors and white, in all Standard weights and 3 finishes—Bond, Ripple and Linen.

HAMMERMILL PAPER COMPANY
Erie, Pennsylvania

Newspapers Increase Subscription Rates to Meet Higher Production Costs

Inquiry Reveals a General Tendency to Make the Reader Instead of the Advertiser Bear the Added Expense

IT is quite evident that newspaper publishers are making a serious effort to meet the increased cost of production occasioned by the high price of paper, ink and metal, without raising advertising rates. This is indicated by the letters which PRINTERS' INK has received in reply to an inquiry sent to the leading dailies of the country. A large number of those conducting newspapers that were sold at one cent have doubled the price. This has already happened in Philadelphia, Buffalo, Pittsburgh and many other cities.

In New York, where circulations are larger than elsewhere, the Jewish papers are the only dailies that have put up their retail prices. An effort that has been made to get the English papers, both morning and evening, to adopt a similar course, has been unsuccessful because of the refusal of two morning papers to join the combination.

Advertisers are taking a livelier interest than ever before in the price the reader pays for his paper. Closely linked up with this whole subject is the renewed agitation in Congress to increase the second-class postal rate. If this burden should be added to the high cost of newsprint, how will advertising interests be affected?

SEVERAL WAYS OF MEETING SITUATION

Publishers who have advanced their subscription rates agree that while circulations fell off, in some instances fifteen or twenty per cent immediately after their adoption, they have, after a few weeks, returned to approximately the old figures.

Another group of publishers in adjusting the burden of increased cost of production has effected economies and made changes in

make-up and typography which it is believed will reduce expenses a sufficient amount to take care of the added expense. Some of the things they have done are these: Cut off exchange and sample copies; also free copies to post-office, express and street-railway employees who are paid for handling papers; abolished special rates to clergymen; reduced the number of copies going to advertising agents to the lowest possible point; made the papers non-returnable; reduced width of columns from 12½ and 13 ems to 12 ems; shortened the depth of display heads and reduced the size of display type; cut down the division rule spaces between advertisements from 6 point to 4 point, or have thrown out the rules entirely; condensed the matter carried at the head of the editorial page; cut out all free notices of churches and social organizations and all press-agent copy. A very few papers now oblige the members of their staffs to purchase copies. This, however, is carrying economy to the limit and is not generally regarded with favor.

In some cases the publishers have been obliged not only to advance their subscription rates and adopt economies of various kinds, but they have even found it necessary to increase their advertising rates. But this has only been done when the old rate was much below that charged by newspapers having similar circulation in other cities of the same size.

That the publishers are facing a critical situation is plainly evident by the condition of the news-print market. A year ago they were buying their supply as low as 2.15. To-day many are paying as high as 4.25 cents. A few who are still getting paper under old contracts are paying the old price. The

100
COLLEGE OF BUSINESS ADMINISTRATION
manipulators explain the present high prices by saying that they are due to the extraordinary demand that developed during the past twelve months, to the great advance in the cost of raw materials and to other causes. The publishers have not been satisfied with this explanation and have urged Congress to investigate the matter. The Federal Trade Commission has gone into the subject, and its report is expected to be filed within a few days.

Some idea of what the extraordinary advance in the price of white paper means to the publisher may be obtained from the statement that the *Chicago Daily News* will have to pay nearly \$700,000 more than last year for its year's supply; the *Washington Star*, \$145,000, and the *Atlanta Georgian and Sunday American*, \$73,721.91. It is the publishers of the smaller city papers who are most worried about the situation because the load, in proportion to income, bears most heavily upon them. For instance, the *Erie, Pa., Times*, which has a circulation, according to Ayer's Newspaper Directory, of 27,398, must this year meet an additional expense of \$26,000 for white paper, and the *Wisconsin State Journal*, at Madison, must pay \$15,000 more.

J. H. Higgins, general manager of the *Boston Herald*, declares that the action of the paper manufacturers in putting up the price of their product to the present figure is unjustifiable. He says:

"I have not been able to find any information available or any justification of the present price of news paper, and am convinced that such increases in cost of manufacture as have actually taken place have been used as a basis for advancing the selling price to a point where it means ruin to a great many publishers, a serious deficit to many others, and a curtailment of such reasonable profits as still others have been able to make in the past. I am not personally able to see the advisability of making bankrupt one's customers, for that would seem to be the result of the policy of many paper manufacturers."

But whether the prices that publishers must pay for white paper are just or unjust, there is apparently no escape from them, at least for the present. The output of most of the mills for 1917 is already sold. According to the best information available, the amount, owing to various causes, will not be sufficient to meet the demands of newsprint for home consumption.

In considering ways and means for providing revenue to meet the extra cost of paper the publishers have found three courses available. They could increase the subscription price, they could cut out waste and introduce economies in their manufacturing department, or they could raise their advertising rates. However skeptical advertisers may be, it is a matter of fact that the newspaper publishers as a body believe that whatever the burden, the advertisers should not be asked to carry it through increased advertising rates.

READERS—NOT ADVERTISERS—SHOULD BEAR THE BURDEN

David B. Plum, general manager of the *Troy, N. Y., Record*, in a letter to PRINTERS' INK on this point, says: "Personally, I believe that it is unfair to saddle all the increased expense incident to the increased cost of production upon the advertiser, and for that reason I think that all one-cent papers should advance their selling price. In a great many instances this advance in subscription rate will not cover the increased cost of production and an increase in advertising rates will have to be made, but not to the extent that would be necessary if the subscription rates were not raised."

Frank D. Webb, advertising manager of the *Baltimore News*, writes: "We think the increased cost of publishing newspapers should not be put up to the advertiser. We also feel that the advertisers would stand by the newspapers in a moderate circulation loss, which is to be expected from doubling the retail price. They certainly would be better satisfied

Farm Homes Use A Billion Bars of Laundry Soap Every Year

The seven million farm families of the United States use a billion bars—ten million boxes—of laundry soap each year.

More than five hundred different brands now make up this tremendous volume of soap sold to farm housewives.

No soap manufacturer has made any serious attempt to establish his brand in the farm market.

No manufacturer dominates this field. Yet the farm market is the one soap market that gets bigger every day. The farm laundry is done at home. Big families—outdoor work in barns, gardens and dusty fields—that's why farm homes must use big quantities of laundry soap.

THE FARMER'S WIFE

A WOMAN'S FARM JOURNAL

(the only magazine for farm women), with its 750,000 farm women readers, is the logical first medium through which to establish any laundry soap in definite position in the farm market. It is the only publication which the soap manufacturer can use with absolute assurance of no waste circulation.

THE FARMERS WIFE

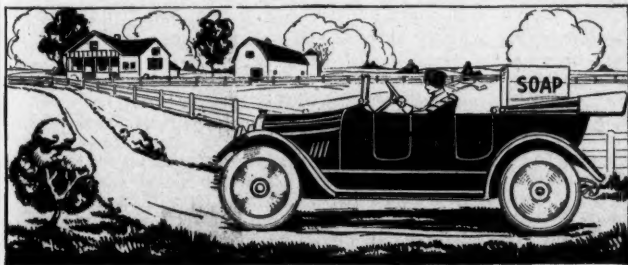
WEBB PUBLISHING COMPANY, Publishers
SAINT PAUL, MINNESOTA

Western Representative
GEORGE W. HERBERT, Inc.
Cenway Building
CHICAGO

Eastern Representative
WALLACE C. RICHARDSON, Inc.
381 Fourth Ave.
NEW YORK

Member Standard Farm Paper Association

Member Audit Bureau of Circulations



SHE BUYS IT BY THE BOX

COTTRELL

Multicolor Rotary Press and Process (No. 5)

Continuing the story of a Revolution in Color Printing, and what it means to the advertiser.

No Waste of Paper

By the usual methods, printing one color at a time, the waste from spoiled sheets runs from 1% to 3% per color on four-color work. This spoiling comes from sheets too badly out of register, thrown out by the inspectors. That is, the buyer must pay for more paper and presswork than he gets. If very particular, the loss is greater—less if not so particular. And the cost of inspection is also in the price. On long runs, this wastage of paper mounts up to big totals.

By the Cottrell Process, the wastage of paper in four-color printing is under one-half of one per cent. There is absolutely no loss from non-register—the register is 100%—and there is no necessity for sheet-by-sheet inspection. The saving in these respects is very large on long runs.

Another important saving has to do with means to prevent smutting or offset. To introduce slip sheets by hand for each one of the four colors, to prevent offset, is tedious and expensive—but necessary on fine work.

By the Cottrell Process, only one slip-sheeting is necessary because all colors are put on at one printing—and the machine inserts its own slip sheets automatically without hand labor—thereby saving a lot of expense and insuring clean work.

More details next week.

C. B. COTTRELL & SONS CO.
Printing Press Manufacturers
25 East 26th Street, New York

***We do no printing—we build machinery for
printers' use***

with this arrangement than they would be to be asked, through their advertising rate, to pay the entire increased burden of the newspaper publishers."

Milo W. Whittaker, publisher of the Jackson, Mich., *Patriot*, in discussing the question of taking care of the added cost of production, says: "We figure that our white paper will cost us 70 per cent more than last year. We have taken the ground that we should spread the increase over both fields, advertising and subscription, and this seems to give satisfaction, at least to the advertiser." Other prominent newspaper men wrote in this vein.

In lieu of raising the advertising rates a majority of the publishers who have given the matter of providing additional revenue due consideration, have decided to put up their subscription rates. This plan especially appealed to those who published one-cent newspapers. For the past three years the expense of issuing an up-to-date daily newspaper has increased so rapidly that it has been almost impossible to produce a paper for a penny and make money out of the transaction. In the smaller cities the one-cent dailies have had a hard struggle to keep their heads above water.

When the sharp rise in the cost of news print came the publishers of the small-priced papers found that all the margin of profit had been wiped out and that unless additional revenue was provided a heavy deficit would result.

James Elverson, Jr., publisher of the Philadelphia *Inquirer*, in explaining the reasons for doubling the price of the newspapers of that city, said:

"Not only the increased cost of white paper, but the increased cost in all departments of the daily newspaper make it necessary to advance the retail price of our product from 1 cent to 2 cents. Everything that goes into the production of a newspaper is from 20 per cent to 150 per cent more than a year ago."

"We believe now is the psychological time to advance subscription rates," writes R. E. Bennett,

business manager of the Binghamton, N. Y., *Press*, "because the public is educated to pay higher price for all commodities."

"A daily newspaper is no longer a luxury to the business man and the householder," says E. Norman Smith, of the Ottawa *Evening Journal*, "but a necessity, and at 2 cents there is no other necessity that he can buy so cheaply as the newspaper."

The Seattle *Post-Intelligencer* raised its subscription rates in the spring of 1915, and the street price was increased from one to two cents. "From October, 1915, to October, 1916," says C. Harrison Green, business manager, "we made a net daily gain of over 5,000 and a net Sunday gain of over 6,000."

OUT-OF-CITY RATES RAISED

A considerable number of papers have raised their annual subscription price and out-of-the-city rate, while making no change in the price charged on the street. One of these is the Seattle *Times*.

"It is fair to say that the white-paper shortage has not as yet affected the papers of Seattle as seriously as it has some of our neighbors in the East," says Joseph Blethen, president of the company. "I do not wish to answer for the other publishers of Seattle, but can say for the *Times* that we can see higher prices for paper coming to us, as they have already come to the Central and Eastern publishers, and realize that we will be obliged to accommodate ourselves to the situation as we reach it."

The St. Louis *Post-Dispatch* has advanced in the country from one to two cents, while the city price remains at the former figure. "As for my views on the newsprint situation generally," W. A. Steiger, the business manager, remarks, "I am afraid they would not look well in print."

The mail subscription rate of the Topeka *State Journal* was raised from \$3.60 to \$4.80 a year, price by carrier in the city was increased, the noon edition raised from one to two cents and two others from two to three cents.

"Thus far there has been but very slight falling off in mail subscriptions—so slight as yet that it may be considered negligible," said Frank P. MacLennan, publisher. "In connection with the carriers, the loss has been less than 5 per cent, and we are now getting subscribers back who stopped at the first shock."

The Topeka *Daily Capital* advanced its annual subscription rate and its weekly carrier rate.

"By the introduction of numerous small economies in manufacturing and the elimination of numerous wastes we hope to be able to break even in 1917 without passing our burden on to the advertiser," says Marco Morrow, director of advertising.

"On July 1, 1916, we raised our mail subscription rates from \$6 a year to \$7.50 for daily and Sunday, and for daily only from \$4 to \$6," is the report of John T. Toler, circulation manager of the *Atlanta Constitution*. "We advanced the subscription rates to the subscriber in the city and country from 12 cents a week, daily and Sunday, to 15 cents a week, or 65 cents a month; the daily only to 12 cents a week, or 55 cents a month. Formerly the daily only was 10 cents a week, or 45 cents a month, delivered by carrier, both city and country."

At the end of this article will be found a list of the daily newspapers that have already raised their subscription rates. The number of those that have deserted the one-cent field is large, and it is quite likely that within the next few months it will be materially increased.

HOW CIRCULATION IS AFFECTED BY HIGHER RATES

Publishers report that doubling their retail rate has not had the depressing effect upon circulations that they had expected. In Philadelphia, while the sales of the *Bulletin* fell off considerably when the new price went into effect, within a few days they picked up to such a degree that the loss was hardly appreciable.

"I do not believe that there is a publisher in Pittsburgh who

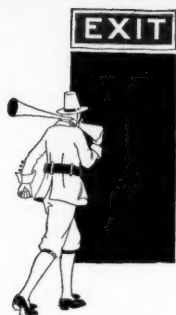
would consider going back to the old price," says E. R. Stoll, secretary of the Pittsburgh Newspaper Publishers' Association.

Here is what W. P. Goodspeed, business manager of the Buffalo *Evening News*, has to say of the result of the rise in price of that paper: "After nearly two months of experience on this new rate we are very well satisfied with the results. The loss in circulation does not amount to much more than that covered by duplication of readers either with other mediums or the class of readers that bought two or three editions of the same paper every day. We find that the advertisers generally consider the papers much stronger advertising mediums by cutting off this duplication and having more of the readers confined to the reading of their favorite paper. The net loss in total sales will not reach 7 per cent."

A question that is bound to suggest itself in connection with the action of so many newspapers in increasing their selling price from one to two cents a copy is this: "Has the day of the penny paper gone by?" This question is answered by Francis W. Bird, publisher of the *Boston Record*:

"I am a believer in the one-cent newspaper of moderate size with a limited amount of advertising matter at high rates. Such a paper can be profitably produced even with news print considerably above what has been its normal price. There is, in my opinion, a substantial demand for such a paper which should produce large returns to its advertisers. As the size of a paper increases, the intensity with which it is read decreases. A paper of the size that the average reader can reasonably digest is intensively read and therefore yields a high return for its advertisers. In other words, one solution of the news-print situation is moderate-sized papers with a restricted volume of advertising yielding large returns because of its restriction, and therefore paying high rates.

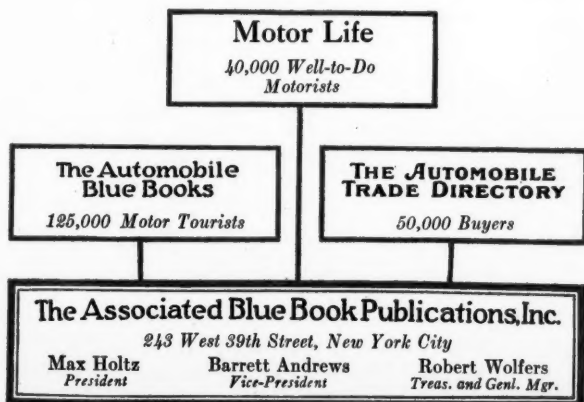
W. L. Halstead, general manager of the *Minneapolis Tribune*,
(Continued on page 109.)



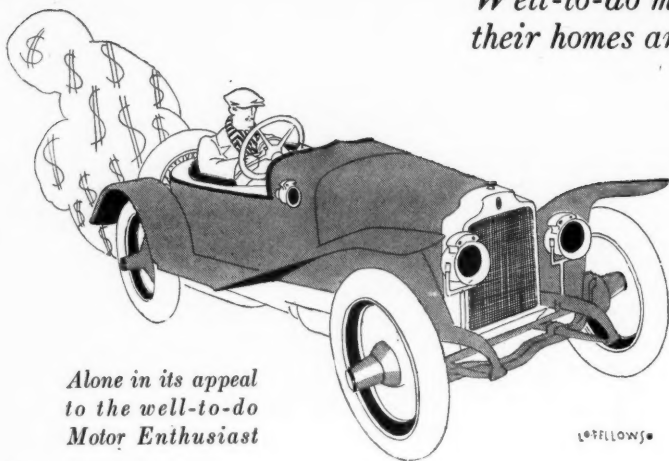
*Exit the
Blunderbuss*

ONE hit in ten with the old blunderbuss was good shooting. Blunderbuss marksmen are no more, but there are still blunderbuss advertisers—advertisers who waste ammunition on nine before ringing the bell on the tenth who is a possible customer.

Motor Life and The Automobile Blue Books among motor car owners, and The Automobile Trade Directory in the trade, have screened out the nine and present you the tenth in each class who has both the inclination and the means—or the authority—to buy high grade motor cars and accessories.



*Well-to-do motorists read
their homes and the Blue*



*Alone in its appeal
to the well-to-do
Motor Enthusiast*

Motor Life

"The Limousine of Motor Magazines"

MOTOR Life compares in beauty and editorial interest with the leading class publications. It is reaching an entirely new group of people—those who have never before been particularly interested in an automobile magazine. Well-to-do people to whom pleasure and comfort are the first considerations, who want to see the latest motor styles, who want help in planning tours, who like a dash of society and sports. People who are accustomed to fine paper and beautiful art work in the magazines they read.

They would rather be in the car than under it, out of the garage than in it. They *don't* want technicalities.

Motor Life gives these people what they want—and omits what they don't want.

If your product appeals to this class, you can use Motor Life profitably.

motorists read Motor Life in
the "Blue Books" en tour

The Automobile Blue Books

"The Standard Road Guides of America"

THE Blue Books are used by 90 per cent of the motorists who tour. They are published in nine volumes (sold at \$3.00 each) which combined cover the entire United States. 104,000 volumes were sold in 1916. 125,000 sale is guaranteed in 1917.

The Blue Books present a range of service varying from that of a national magazine to that of a local newspaper. They are best judged on the basis that you select a newspaper—by the volume of local advertising carried. In 1916 they carried over 2,300 hotel and garage accounts—advertising that depends on direct returns—and also the advertising of 42 national manufacturers.

If you want to reach the touring motorists—if you want to tie up your national campaign with your local distributors, branches or service stations, use the Blue Books.



*Indispensable to the
Motorist who tours*

The
\$100,000 Book



*"It Hangs
Everywhere"*

The Automobile Trade Directory

*"The Standard Buyer's Handbook
of the Industry"*

A THOUSAND salesmen cannot do the work of The Automobile Trade Directory. It is at the elbow of practically every one of the 50,000 buyers in the automobile industry at the very moment each is anxious to buy. The service it has rendered them during thirteen years makes buyers turn to it instinctively for information.

* This 900-page book contains a complete and accurate list of every manufacturer of every single article bought and sold in the industry—with the trade names of each—all classified and indexed. It is issued quarterly and costs over \$100,000 a year to produce.

932 manufacturers who advertised in the January issue of the Directory agree that if your product is to be sold to automobile manufacturers or dealers, you might as well leave your name out of the telephone book, as leave your advertisement out of The Automobile Trade Directory.

also has faith in the one-cent daily. He says: "Despite its many disadvantages, I am of the opinion that the penny newspaper is, and will be for a long time, essential to large and intensive circulations."

Of course, many newspapers have raised their subscription rate by the week, month or year without raising the price per copy. In New York City the *Times* and the *Globe* have increased their annual rates, and the *Staats-Zeitung* its Sunday rate outside the city.

Louis Wiley, business manager of the *Times*, in commenting upon the situation, had this to say: "The subscription rates of all New York morning newspapers have been too low. The great problem of all newspapers in the year that is still young will be to make up the extra cost of news print by increasing revenues and effecting economies. He will be a pleased publisher who, at the year's end, finds that he has come anywhere near a satisfactory solution of the problem."

SAVES BY CUTTING OUT WASTE

By eliminating waste and by introducing economies in all departments, quite a number of papers have been able to save enough money to offset the high cost of news print. The experience of Marcellus E. Foster, president and chief owner of the *Houston Chronicle*, is a good illustration of what may be done in this direction. He says:

"We have found it far better to economize and cut out waste than to add anything to the price that we charge subscribers. We have abandoned all complimentaries, have cut off the exchange list and have reduced the advertisers' list to a minimum. We have also changed our paper from seven to an eight-column size, which enables us to cut out considerable waste. Our next change was to adopt the dry-mat system, which enabled us to cut off another inch from our 73-inch rolls. We have also raised our advertising rates during the past six months, but we did that wholly on account of

increased circulation and not because of increased paper cost."

A similar report comes from the New Orleans *Times-Picayune*. "We have cut off all free papers, exchanges, etc., and do not accept returns, which has had the effect of a very considerable saving," says D. D. Moore, the manager. "We hope that it will not be necessary for us to advance our rates."

"I personally believe that the managers of newspapers will meet this situation best by employing a rewrite man, who, if efficient, could save his salary many times over," is the opinion of D. K. Roberts, advertising manager of the New Orleans *Daily States*. "There are few news items published that could not be condensed considerably, and in doing this more advertising could be placed on a page than is at present customary; i. e., the average newspaper could cover the same number of news items in much less space, and give a larger percentage of the page to advertisers, thus decreasing the cost of white paper."

Another paper that is saving paper to meet the situation is the *Galveston News*. John F. Lubben, secretary and treasurer, says:

"With a view of conserving our paper supply we started, shortly after the inception of the world war, and continue up to the present time, in keeping the size of our paper within the smallest possible limit compatible with proper service to our subscribers."

The Indianapolis *News* has introduced these economies, according to H. U. Brown, the general manager:

"All exchanges have been placed on an exchange basis. In September we practically cut off all returns. Previous to that time we had allowed 5 per cent. A few of the larger towns in the State have a return privilege limited to 3 per cent. We have discontinued free copies to employees and others, such as baggagemen, postal clerks, police, express messengers and postoffice and express employees. We have limited local advertisers to actual needs and

chiefly to pages torn from 'spoils,' and foreign advertisers' copies are not mailed until the following day, when papers left in the mailroom or pressroom are used."

In suggesting what can be done to keep down the consumption of news print, Emil M. Scholz, publisher of the New York *Evening Post*, says:

"The rising cost of white paper makes it imperative that space economy be practiced in every department of the newspaper. This can be done by limiting the allotment both to the news features and to the advertising. The situation imposes on the editor the obligation to judge each article by a severer test as to its importance and its compactness. Every line saved is a contribution to the solution of the problem. Headlines can, in many cases, be reduced without injury to the appearance of the newspaper or inconvenience to the readers. Waste space between advertisements which is not paid for can be eliminated by dispensing with the spaces that divide them."

FEATURES THAT MAY BE DISPENSED WITH

William J. Pape, editor and publisher of the Waterbury, Conn., *Republican*, in telling how he has met the rising cost of paper, writes: "We have been making the reader pay his share by cutting down the proportion of reading matter to advertising. This has been done not by eliminating news, but by condensed typography and very largely by cutting features, particularly pictures. We have been surprised to find out how nicely we can get along without pictures and features. We used to use a news-feature service, a comic strip, and everything that looked good. We eliminated them all, cut down the headings, set our type solid, threw pictures out of the Sunday edition for the purpose of saving two pages daily and four pages Sunday." In addition to making these changes, the publisher has raised the advertising rates.

Among the papers that have increased their advertising but

not their subscription rates is the Washington, D. C., *Evening Star*. Fleming Newbold, the business manager, in defining the paper's position, wrote: "The *Star* raised its advertising rates, local and foreign, one cent per line, but did not raise the price to its readers. We hardly thought it was fair in our situation to double the price to the reader, nor did we think it fair to charge the advertiser for the increased cost in paper that was used for the news and editorial features. We therefore raised the advertising rate only sufficiently to cover the major portion of the increased cost of paper for printing advertising exclusively."

H. S. Scott, general manager of the Detroit *News*, says: "While we have put into effect a modest increase in our advertising rates, which was wholly warranted from a strictly circulation standpoint, our publishers have a preference for carrying a large part of the burden of increased cost of production rather than radically disturb present subscription prices in the city of Detroit."

After stating that a slight increase in advertising and subscription rates had been made by the Knoxville *Sentinel*, C. B. Johnson, the publisher, says:

"We did not stop at merely increasing the rates, but set out immediately to improve the paper, adding three new linotypes, bringing our Mergenthaler equipment to nine machines. We also installed a Sextuple Hoe press with the idea of giving quicker delivery in the city of Knoxville. The result of all the above has enabled the *Sentinel* to hold the large bulk of its business."

The *Daily Oklahoman* and the Oklahoma City *Times* have raised both advertising and subscription rates. "As we view the matter," says E. K. Gaylord, general manager, "the situation for all newspapers is very critical, and, in spite of the utmost economy and a larger volume of advertising business than in former years, neither we nor other publishers will be able to make a normal profit."

What makes Fatimas comfortable?

YOU'VE probably noticed that rather "oily heaviness" so common to many of even the most expensive cigarettes. That's bound to exist, no matter how good the tobaccos, if the tobaccos are not blended just right to correct it.

Of course, such cigarettes can never be *comfortable*.

Fatimas, on the other hand, *are* comfortable. The milder tobaccos in their Turkish blend are in such perfect balance with the richer, fuller-flavored leaves as to entirely offset all of that "oily heaviness" which makes so many other cigarettes *uncomfortable*.

With your first package of Fatimas you'll realize how genuinely comfortable a cigarette can be.

Leggett & Myers Tobacco Co.



FATIMA

A Sensible Cigarette

W. H. B. Fowler, business manager of the San Francisco *Chronicle*, outlines that newspaper's attitude as follows: "We have not increased our advertising or subscription rates. Of course, all of our expenses for materials of every sort have been increased, but we have endeavored to meet the situation by a judicious pruning of all unnecessary expenses. By trimming our exchange list and complimentary copies for advertisers, and by reducing our waste, we have been able to cope with the new condition with a fair degree of satisfaction."

IN THE END, BENEFIT WILL ACCRUE
TO NEWSPAPERS

That the present situation is not without its bright side is the opinion of Lafayette Young, Jr., publisher of the Des Moines *Capital*, who says: "Personally, I have been of the opinion that the increased cost of print paper in the end will be a Godsend to newspapers and all other publications. In the newspaper field it has already compelled reforms which should have been made twenty-five years ago, but which publishers generally did not have the nerve to adopt."

That William F. Metten, publisher of the Wilmington, Del., *Every Evening*, takes a similar view of the matter is apparent from the following: "While the exorbitant cost of news print is a hardship to many publishers, the exigencies of the present situation will result in many reforms in the publishing business toward the elimination of waste, etc., and the substitution of economies that will in the end place the business as a whole upon a more substantial basis than ever before. The change was bound to come sooner or later, and it came at an opportune time. It will make the strong papers stronger and the weak papers weaker, but in the end the business as a whole will be better for it."

James H. Callanan, president of the Schenectady, N. Y., *Union Star*, in defining the position of the advertiser toward the in-

creased cost of production, says: "Advertisers are not interested practically in the increased cost of newspaper production. Their interest in newspapers depends upon the service that such newspapers can render them as an advertising medium. If they are paying for their advertisements all the circulation and quality of the newspaper in question will warrant, or that is justified by the returns they receive from the advertisements, I cannot see how the advertiser can be induced to pay more, for such advertising simply because the cost of news-print paper has increased. Of course, there may be some exceptions to this rule, but it cannot be looked upon as a general principle."

Several papers which have a high subscription rate contemplate no change. "Our policy is to still stand pat on the matter of increase of either circulation or advertising rates," says James M. Thompson, publisher of the New Orleans *Item*. "One reason for this is that the minimum subscription rate in the city of New Orleans is 15 cents a week; the minimum rate outside is 15 cents a week, although we make some slight reduction on the \$7.80 price to the single-wrapper mail subscriber. A large number of our papers are sold at the 17 cents a week price in the city, while the price outside of the city, on trains and on streets, is 5 cents a copy, thus we are by no means in the situation of the larger penny papers, which must bear terrific losses even at present prices."

J. F. MacKay, business manager of the Toronto *Globe*, believes that a greater measure of dependence for newspaper subsistence should be placed upon the reader and less upon the advertiser.

"At the last meeting of the Canadian Press Association," he reports, "one of the auditors of the Audit Bureau of Circulations made the statement that his investigation led him to the conclusion that the average newspaper received 25 per cent of its revenue from subscribers and 75 per cent from advertisers. The *Globe* has



No matter who takes *The Youth's Companion* all hands read it

The Family appeal of
**THE YOUTH'S
 'COMPANION'**

is shown by an analysis of the advertising
 carried in the fifty-two issues of 1916:

Food Products	29 per cent.
Household Articles . . .	15 "
For the Toilet, Clothing, etc. .	11 "
Automobiles, Sports, etc. .	35 "
Miscellaneous	5½ "
Schools and Camps . . .	4½ "
	<hr/> 100

It's economy to reach all the family at one time
 —in one medium. There are five readers—five
 consumers in every *Youth's Companion* Family

INTERNATIONAL PAPER COMPANY

30 BROAD STREET, NEW YORK

To the Holders of Bonds and Preferred and Common Stock:

The International Paper Company hereby gives notice that it has prepared a *plan for the consolidation of its bonded debt under one mortgage*, and offers bondholders the right to exchange present bonds for new First and Refunding Five Per Cent. Sinking Fund Mortgage Bonds, as set forth in a circular letter, dated January 31, 1917, addressed to the Company's bondholders.

The Directors of the Company have also unanimously voted to offer to Preferred Stockholders, in full settlement of all deferred dividends—

7½ per cent. of the face value of their holdings of Preferred Stock in cash,

14 per cent. in Six Per Cent. Cumulative Preferred Stock,

12 per cent. in Common Stock,

provided, however, that the holders of such an amount of Preferred Stock as the Company and the Committee representing the Preferred Stockholders shall deem sufficient, shall accept said offer by depositing their stock with Bankers Trust Company, Depositary, 16 Wall Street, New York, subject to a Deposit Agreement bearing even date herewith. Copies of this deposit Agreement, including circular letter to Stockholders, outlining in detail the plan of adjustment, and copies of letter to the bondholders, may be obtained upon application to Bankers Trust Company, Depositary, or from the International Paper Company, whose officers will be glad to answer any inquiries or give any further information that may be desired.

Copies of letters and Deposit Agreement are being mailed to Stockholders of Record and to Bondholders whose names are known to the Company.

Dated January 31, 1917.

PHILIP T. DODGE, *President*.

To Holders of Certificates for Shares of Preferred Stock of the International Paper Company:

At the request of the International Paper Company and of holders of a substantial amount of its preferred stock, who have already approved of and assented to the plan for the payment and refunding of the bonded debt of the Company, and the adjustment of the deferred dividends upon its preferred stock referred to in the foregoing notice, and subject to the terms of the deposit agreement therein mentioned, we have consented to act as a Committee to represent the holders of such preferred stock in the execution of the said plan.

We recommend the proposed plan and the acceptance of the offer made by the Company to adjust the said dividends, and trust that prompt co-operation of the stockholders will be received.

Holders of preferred stock are urged to immediately deposit their certificates, duly endorsed for transfer in blank or accompanied by proper instruments of transfer, with the **Bankers Trust Company, Depositary**, 16 Wall Street, New York City. Such deposit will impose no expense upon the stockholder, and without further

act on the part of the stockholders depositing, will constitute their assent to and approval of the financial plan and the proposed adjustment of the deferred dividends, and all the terms of the deposit agreement.

Negotiable certificates of deposit will be issued by the depository, and application will be made to have such certificates listed upon the New York Stock Exchange.

Unless the Committee and the Company shall hereafter extend the time, no deposits will be received after **March 10, 1917**.

The Secretary of the Committee will be glad to answer any inquiries or give any further information desired by any stockholders in regard to the foregoing.

Dated January 31, 1917.

Counsel:
STETSON, JENNINGS & RUSSELL,
New York City.

Secretary to Committee:
OWEN SHEPHERD,
30 Broad Street, New York City.

Depository:
BANKERS TRUST COMPANY,
16 Wall Street, New York City.

Registrar of Certificates of Deposit:
CHASE NATIONAL BANK,
57 Broadway, New York City.

F. N. B. CLOSE, Chairman,
GATES W. McGARRAH,
SAMUEL McROBERTS,
ODGEN MILLS,
RUDOLF PAGENSTECHER,
E. V. R. THAYER,
ALBERT H. WIGGIN,

Committee.

Binders for Printers' Ink



X-ray view of a Printers' Ink Binder, showing simple method of inserting copies. 10 to 11 issues can be put in one binder.

"We have decided to order a quantity of binders to take care of the copies of *Printers' Ink* which we have on file covering the past few years. We are, therefore, placing our purchase order No. 48242 calling for 30 binders at \$55c each. Also send 5 more for personal use of the writer, making 35 in all."

NORTHERN ELECTRIC CO.

Montreal.

H. S. STEVENSON, *Adm. Dept.*

Printers' Ink Binders are neat, strong, simple to operate. Black cloth and book board. Lettered in gold.

**Price is 65c each when ordered singly. In quantities, 55c each, plus actual shipping costs.*

**Printers' Ink Pub. Co. 185 Madison Avenue
NEW YORK**

THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S GREATEST FARM PAPER



occupies its present commanding position as the result of a

SUBSCRIBER DEMAND

It is a growth from a four-page market sheet started forty years ago.

Now it circulates extensively among the leading farmers of Pennsylvania, Ohio and West Virginia—the men who study and apply the best methods of farming.

Its prestige among these farmers is second to none. They value it because of its real help to them every week.

This is proved by its constantly growing circulation, now over a hundred and thirty thousand, at the price of \$1 per year.

This circulation is paid for in advance, and nets as high a percentage to the publisher as any circulation anywhere. No premiums, no clubbing offer and no professional solicitors are used.

A CIRCULATION ON MERIT

The paper is sold to its subscribers upon its merit. This merit is the result of the strongest possible force of editorial contributors. We carry on the heading the legend; "The World's Greatest Farm Paper," and we make every endeavor to live up to this slogan.

Such a circulation, coupled with the history and standing of the paper, makes it an ideal medium for the advertiser of farm propositions.

Its advertising is carefully censored—no medicine, liquor, financial or questionable copy is accepted.

Later advertisements in this paper will contain detailed information as to this remarkably clean farm paper, of the greatest value to the advertiser. Your attention is called to them. In the meantime we shall be glad to furnish any advertiser or agency with full particulars as to our circulation, the methods used to secure and hold it and its proved value as an advertising medium.

The National Stockman & Farmer
PITTSBURGH, PA.

for several years past received over 33 per cent of its revenue from its circulation."

The *Mail and Empire*, of the same city, formerly had a \$2 mail rate for remote parts of Canada where the paper does not reach the subscriber until a day up to a week after publication. This rate has been raised to \$2.50 a year and the mail rate for all papers sent outside the Dominion of Canada from \$3 to \$4 a year.

"So far as we are concerned," says R. F. R. Huntsman, advertising manager of the Brooklyn *Standard Union*, "our increased business (which increase seems general throughout the country) will probably take care of our increased cost of production. Our net circulation has grown, although returns have been eliminated. Our profits would probably be larger, of course, if newsprint remained at the old price, but we expect them to be as large as before our added income from new business."

The Brooklyn *Eagle* has no thought of increasing its price. "The increased cost of production, of course, applies to us as well as to the other papers," says H. F. Gunnison, business manager. "We are reducing returns to a minimum and are also cutting off all waste wherever possible."

The only increase in the circulation price of the Manchester, N. H., *Union and Leader* has been in the wholesale price. "We have been prevented increasing our subscription price of the evening edition from one to two cents," says Frank Knox, president of the company, "because of the failure of the Boston publishers to agree to such a raise and the inability of publishers such as we are, near Boston, to increase the rate in the face of one-cent Boston competition."

Louis T. Golding, publisher of the St. Joseph, Mo., *News-Press*, raises a point that is worthy of serious consideration by every publisher when he says:

"The increase in the cost of paper, if maintained, will work a revolution in the newspaper business. If prices remain as they

are, not only must many newspapers be discontinued, but new questions of distribution will be raised and must be answered. The appeal to the Federal Trade Commission by some of the newspapers and that body's discussion of print-paper manufacturing and distributing conditions may have unlooked-for effects. If the Federal Trade Commission, on the ground that the newspaper is in some sort a public utility and that the distribution of print paper is undoubtedly interstate commerce, should seek and obtain from Congress the right to oversee distribution, the question of the prices at which newspapers should be sold, would immediately become of consequence. For instance, an evening paper in a city the size of this may print from 90 to 100 pages a week, while a morning and evening and Sunday paper in a larger city may print 250 pages a week and sell to the subscriber at the same price—ten cents a week. If inequalities of this character should come under the eye of a public body exercising authority in distribution of print paper, the results, to the publishing trade as a whole, would probably be very radical and very surprising. I merely mention this to indicate only one of the possibilities which may flow from governmental supervision of the basic raw material of the publishing business. Many other effects will naturally occur to everyone who has studied the matter."

From the opinions and experiences of these and other newspaper publishers, it is apparent that there is no disposition on their part to pass the burden of increased cost of production to the advertiser. It seems to be the general impression that the reader has for too long a time been receiving more than he paid for, and that the present is an excellent opportunity to raise subscription and retail prices to a point where an adequate return may be had for the service rendered. In nearly all cases where this has been done there has been little objection on the part of the public. The effect upon sales has been slight except

when the advance in prices were first inaugurated.

In the following tables are listed 195 newspapers in the United States and Canada that have increased their single-copy or subscription rates. Seventy-seven one-cent dailies have gone to two cents, and eighteen two-cent papers to three cents. The others have advanced their weekly or yearly subscriptions from fifty cents to one dollar and fifty cents.

ALABAMA

Birmingham Ledger, 2c to 3c.

Birmingham News, 2c to 3c.

Montgomery Journal, 12c to 15c a week.

ARKANSAS

Fort Smith Times-Record, \$4 to \$4.80.

Fort Smith Southwest American, weekly 10c to 12c; yearly, by mail, \$4 to \$4.80.

Texarkana Four States Press, monthly, 50c to 65c; by mail, \$4.50 to \$6.50.

COLORADO

Denver Rocky Mountain News, monthly rate, 60c to 70c.

Denver Times, monthly rate, 25c to 30c.

CALIFORNIA

Sacramento Star, by mail, \$2.50 to \$3.

San Diego Sun, by mail, \$2.50 to \$3.

FLORIDA

Jacksonville, Florida Metropolis, \$3, \$3.75 and \$4.50 to \$5.

Miami Metropolis, \$5 to \$6.

GEORGIA

Atlanta Constitution, 12c to 15c weekly; \$6 to \$7.50 by mail.

Atlanta Journal, 1c to 2c; by the year, \$6 to \$7.50.

Atlanta Georgian, 2c to 3c; annual, \$5.20 to \$6; with Sunday edition, \$7 to \$7.50.

Savannah News, 1c to 2c.

ILLINOIS

Chicago, Day Book, 1c to 2c.

Chicago Evening Post, by mail, \$3 to \$4.

Danville Press, weekly, 10c to 15c; yearly, by mail, \$3 to \$4.

Danville Commercial News, \$3 to \$4.

Peoria Morning Transcript, 2c to 3c.

Rockford Register Gazette, \$3 to \$4 by mail.

Rockford Star, by mail, \$3 to \$4.

Waukegan Sun, 35c to 40c weekly.

INDIANA

Elkhart Daily Truth, 2c to 3c.

Elkhart Daily Review, 2c to 3c.

Fort Wayne News, 1c to 2c.

Fort Wayne Journal Gazette, weekly, 10c to 15c.

Indianapolis Star, by mail, \$3 to \$4.

Indianapolis Daily Live Stock Journal, \$4 to \$5.

Indianapolis, Indiana Times, 1c to 2c.

Indianapolis Star, \$3 to \$4 by mail.

Lafayette Courier, weekly rate 7c to 10c.

Muncie Star, 1c to 2c.

Muncie Press, 1c to 2c.

South Bend, weekly carrier rate in some towns, 6c to 12c.

IOWA

Davenport Times, weekly carrier rate, 10c to 13c.

Davenport Democrat, weekly carrier rate, 10c to 12½c.

Des Moines Capital, \$2 to \$3.

Des Moines News, \$2.25 to \$2.75.

Des Moines Tribune, \$2 to \$3, by mail.

Fort Dodge Messenger, \$2.60 to \$3.

Iowa City Daily Tribune, \$2 to \$3 by mail.

Iowa City Daily Press, \$2 to \$3 by mail; by carrier, \$4 to \$5.

Keokuk Gate City, mail delivery, \$2.50 to \$3.

Sioux City Journal, \$2 to \$3.

Sioux City Tribune, 1c to 2c.

KANSAS

Topeka Daily Capital, \$4 to \$5.

Topeka State Journal, noon edition, 1c to 2c; home edition, 2c to 3c.

KENTUCKY

Louisville Post, sporting edition, 1c to 2c.

Louisville Times, sporting edition, 1c to 2c.

MASSACHUSETTS

Boston American, \$5.50 to \$7, by mail; Sunday edition, \$2.50 to \$3.50.

Boston Herald, \$3 to 3.50.

Boston Journal, \$3 to \$3.50.

Boston Record, \$3 to \$3.50.

MAINE

Portland Evening Express, \$5 to \$6.

MARYLAND

Baltimore News, 1c to 2c outside of 20-mile radius; annual, \$3 to \$4.50.

Baltimore Sun, outside 20-mile radius, 1c to 2c; by mail, \$3 to \$4.50.

Cumberland News, 1c to 2c.

Cumberland Times, 1c to 2c.

MICHIGAN

Detroit News, 1c to 2c in all territory outside the city.

Detroit Free Press, \$5 to \$6.

Grand Rapids News, 1c to 2c.

Jackson Patriot, in the State, \$2.50 to \$3; outside, \$4.

Saginaw Daily News, 1c to 2c.

MINNESOTA

Minneapolis Tribune, wholesale, 45c to 55c at 40 distributing points in the city.

MISSOURI

Columbia Missourian, \$2.50 to \$3.50.

Joplin News-Herald, 2c to 3c.

Kansas City Post, weekly by carrier outside city, 7c to 10c.

Kansas City Star, \$5.20 to \$7.80.

St. Louis Post-Dispatch, 1c to 2c in country districts.

St. Louis Republic, 1c to 2c; rural route, \$2 to \$3.

St. Louis, National Live Stock Reporter, \$4 to \$5.

St. Joseph News-Press, 1c to 2c for two editions.

NEBRASKA

Frederick Tribune, 3c to 5c.

Lincoln, Nebraska State Journal, 1c to 2c.

Lincoln News, 1c to 2c.

Norfolk Daily News, weekly by carrier, 10c to 12½c.

NEW HAMPSHIRE

Manchester Leader has advanced wholesale rate to dealers.

ADVERTISE *in the*
WASHINGTON·D·C.
NEWSPAPERS

during
INAUGURAL WEEK



PRESIDENT WILSON has authorized a denial of the report that the Inaugural ceremonies will be either omitted or curtailed.

700,000 people from all over the United States will be in Washington Inaugural Week.

A campaign in Washington newspapers during the Week of March 3 to 11 will indirectly reach the entire country.

Reserve space **NOW.**

THE WASHINGTON POST (Morning)
THE WASHINGTON STAR (Evening)
THE WASHINGTON TIMES (Evening)

On Saturday, February 10th, 1917, the
Harrisburg, Pa.,

Star Independent

ceased publication. Its circulation was acquired by the city's oldest newspaper, the

Harrisburg Telegraph

which is just entering upon the 86th year of its successful career.

A. B. C. reports for the six months ending September 30th, 1916, show a net paid circulation for the Star Independent of 14,566 and of the Harrisburg Telegraph of 21,793.

The combination of these two circulations insures to advertisers a more effective method than ever for blanketing the Central Pennsylvania field through the columns of Harrisburg's oldest and greatest home newspaper, the

Harrisburg Telegraph

Published daily evenings, Sundays excepted, by
THE TELEGRAPH PRINTING COMPANY
Harrisburg, Penna.

FOREIGN REPRESENTATIVES—STORY, BROOKS & FINLEY		
5th Ave. Bldg.	Mutual Life Bldg.	Peoples Gas Bldg.
New York City	Philadelphia	Chicago

NEW JERSEY

Jersey City, *Jersey Journal*, 2c to 3c for papers mailed.

NEW YORK

Buffalo Courier, 1c to 2c.
Buffalo Enquirer, 1c to 2c.
Buffalo Express, 1c to 2c.
Buffalo News, 1c to 2c.
Buffalo Times, 1c to 2c.
Binghamton Press and Leader, 1c to 2c.
Gloversville Leader-Republican, \$4 to \$5.
Hornell Tribune-Times, 1c to 2c.
Mount Vernon Argus, 1c to 2c.
Newburgh Journal, by mail, \$3 to \$4; wholesale, 1c to 1½c.
N. Y. Evening Post, wholesale, 2c to 2½c; Saturday edition, 3½c to 4c.
N. Y. Globe, \$3 to \$6 a year.
N. Y. Jewish Forward, 1c to 2c.
N. Y. Jewish Daily News, 1c to 2c.
N. Y. Jewish Morning Journal, 1c to 2c.
N. Y. Times, yearly by mail, \$8.50 to \$10; without Sunday edition \$6 to \$8.
N. Y. Staats-Zeitung, Sunday edition outside of New York, 5c to 6c.
Rome Sentinel, \$5 to \$6.
Syracuse Post-Standard, 25c to 45c monthly.
Troy Record, 1c to 2c.

NORTH CAROLINA

Asheville Times, \$5 to \$6.
Charlotte News, 2c to 3c.
Raleigh News and Observer, \$5 to \$6 by mail.

OHIO

Cleveland Jewish World, 1c to 2c.
Chillicothe Scioto Gazette, 10c to 12c a week.
Columbus, Ohio, State Journal, 1c to 2c.
Dayton Herald, 1c to 2c.
Dayton Journal, 1c to 2c.
Dayton News, 1c to 2c.
Youngstown Vindicator, rural free delivery, \$2 to \$3.

OKLAHOMA

Oklahoma City, Daily Oklahoman, \$6 to \$7.50.
Oklahoma City Times, 1c to 2c.
Tulsa World, \$5 to \$6.

PENNSYLVANIA

Altoona Tribune, 1c to 2c; \$3 to \$4.50 by mail.
Altoona Times, 1c to 2c; \$3 to \$4.50 by mail.
Bethlehem Times, weekly rate, 7c to 10c.
Carbondale Leader, weekly rate, 6c to 10c.
Erie Herald, 1c to 2c.
Erie Times, 1c to 2c.
Harrisburg Telegraph, 1c to 2c.
Hazleton Plain Speaker, 1c to 2c.
Hazleton Standard, weekly by carrier, 10c.
Homestead Daily Messenger, 1c to 2c.
Johnstown Leader, 1c to 2c.
Johnstown Democrat, 1c to 2c.
Johnstown Tribune, 1c to 2c.
McKeesport Daily News, 1c to 2c.
Oil City Derrick, 10c to 12c a week by carrier.
Philadelphia Bulletin, 1c to 2c.
Philadelphia Evening Ledger, 1c to 2c.
Philadelphia Evening Telegraph, 1c to 2c.
Philadelphia Inquirer, 1c to 2c.
Philadelphia North American, 1c to 2c.

Philadelphia Press, 1c to 2c.

Philadelphia Record, 1c to 2c.

Pittsburgh Chronicle-Telegraph, 1c to 2c.

Pittsburgh Dispatch, weekly, by carrier, 10c to 12c; Sunday 5c to 6c.

Pittsburgh Gazette-Times, weekly, by carrier, 10c to 12c; Sunday, 5c to 6c.

Pittsburgh Leader, 1c to 2c; Sunday, 5c to 6c.

Pittsburgh Post, weekly, by carrier, 10c to 12c; Sunday, 5c to 6c.

Pittsburgh Press, 1c to 2c; Sunday, 5c to 6c.

Pittsburgh Sun, 1c to 2c.

Pittston Gazette, 1c to 2c.

South Bethlehem Globe, weekly rate, 7c to 10c.

Scranton Times, 1c to 2c.

Scranton Republican, 1c to 2c.

Stroudsburg Times and Democrat, \$3 to \$3.50.

Sunbury Item, 1c to 2c; \$3 to \$4.20 a year.

Waynesboro Herald, \$3 to \$4.

Wilkesbarre Times Leader, 1c to 2c.

Wilkesbarre Record, 2c to 3c.

Williamsport Sun, 1c to 2c.

RHODE ISLAND

Woonsocket Call and Reporter, 1c to 2c.

SOUTH CAROLINA

Anderson Daily Mail, \$3 to \$4, by mail.

Spartanburg Herald, \$5 to \$6.

TENNESSEE

Knoxville Sentinel, \$5 to \$6.

Nashville Tennessean, \$5.20 to \$7.50.

TEXAS

Fort Worth Record, \$5 to \$7.

VERMONT

Burlington News, by mail, \$5 to \$5.50.

VIRGINIA

Danville Bee, 1c to 2c.

Petersburg Daily Progress, 1c to 2c.

Richmond Evening Journal, discount on yearly advance subscriptions, 30 per cent. to 16 per cent.

WASHINGTON

Seattle Post-Intelligencer, 1c to 2c.

WEST VIRGINIA

Clarksburg Telegram, 2c to 3c.

Clarksburg Exponent, \$3 to \$4.50 by mail; \$4.80 to \$7.20 by carrier.

Wheeling Intelligencer, weekly, by carrier, 10c to 12½c.

Wheeling News, weekly, by carrier, 10c to 12½c.

Wheeling Register, weekly by carrier, 10c to 12½c.

WISCONSIN

Antigo Journal, \$3 to \$3.50.

Beloit Daily News, \$5 to \$6.50.

Milwaukee Free Press, 1c to 2c.

Madison State Journal, \$3 to \$3.50; Sunday edition, 2c to 5c.

Manitowoc Herald, \$4.50 to \$6 by carrier; \$3 to \$3.50 by mail.

Marquette Eagle-Star, 10c to 15c, weekly.

Racine Journal News, monthly rate, 40c to 50c.

Racine Times-Call, monthly rate, 35c to 45c.

CANADA

BRITISH COLUMBIA

Vancouver World, by mail, \$3 to \$4.

Vancouver Daily Province, by mail, \$3 to \$4.

Victoria Times, by mail, \$4 to \$5.

MANITOBA

Winnipeg Tribune, \$3 to \$4, by mail, except in Saskatchewan.

Winnipeg Telegram, \$1.60 to \$4 in the Manitoba, eastern and southern territory, and \$3 in Saskatchewan, Alberta and British Columbia.

NOVA SCOTIA

Sydney Post, \$3 to \$4.

ONTARIO

Brantford Courier, \$3 to \$4.

Brockville Recorder, 1c to 2c.

Cobalt Daily Nugget, \$3 to \$4.

Galt Reporter, 1c to 2c.

Kingston Standard, \$2.50 to \$3.

Kingston Whig, \$2.50 to \$3.

Kitchener Telegraph, \$2 to \$3, by mail; \$3 to \$4, by carrier.

Kitchener News-Record, \$3 to \$4.

Kitchener Mail, \$2 to \$3.

London Free Press, \$2 to \$3.

Ottawa Journal, 1c to 2c.

Toronto Mail and Empire, \$2 to \$2.50, by mail to distant Canadian points; \$3 to \$4, by mail outside of the Dominion.

QUEBEC

Montreal Le Devoir, 1c to 2c.

Sherbrooke Record, 1c to 2c.

In early issues of **PRINTERS' INK** the paper problem of the publishers of magazines, farm papers, business papers, etc., will be discussed.

Press Agency Insisted on in Jewelry Drive

The New England wing of the Associated Jewelers of America has decided against paid advertising and has voted strongly for press agency as a means of inducing the people of the United States to buy and wear more jewelry.

At a meeting of the New England Manufacturing Jewelers and Silversmiths' Association in Providence, R. I., on February 8, Harvey E. Clap, chairman of the association's publicity committee, read the following report which was adopted by the board of directors:

"The board of directors having voted on January 24 to refer to the association's publicity committee for its consideration the so-called Eisenstadt publicity plan, with instructions to your committee to submit a report within a week, your committee has analyzed whatever data and correspondence bearing on the plan was obtainable and submits the following:

"Your committee finds that although various means of securing jewelry publicity are suggested the plan proposed is that subscriptions to finance a publicity campaign be solicited and when an adequate amount is raised, a permanent committee be created to decide upon and to put into effect a publicity campaign, i. e., that the decisions as to general policies as well as various details shall reside absolutely with the committee to be selected from the trade at large at a future date.

"Your committee believes that Mr. Eisenstadt's proposition has already gripped the imagination of a large part of the jewelry trade; that the efforts that are being employed to bring it to the attention of all concerned will result

in quite general approval and support, and that the New England Manufacturing Jewelers and Silversmiths' Association, in order to have any voice in the determining of the policies later on to be decided upon, must lend its support now.

"Therefore, your committee recommends that this board of directors endorse the Eisenstadt publicity proposition and either call a meeting of the manufacturing jewelers in this vicinity for the purpose of soliciting subscriptions to the fund now being raised by Mr. Eisenstadt or publish its endorsement to the industry by means of a circular letter.

"Your committee, in conclusion, wishes to embody in this report its firm conviction that any publicity campaign that the permanent committee may decide upon should be conducted on the lines of publicity work as distinguished from paid advertising and its ardent hope that any representation that this association may have on the permanent committee may urge the adoption of a publicity campaign as differentiated from a paid advertising propaganda."

"Lighting Journal" Added to McGraw Electrical Publications

Beginning with the March issue the *Lighting Journal*, hitherto published by the Lighting Journal Company, will be added to the electrical publications of the McGraw Publishing Company Inc., the *Electrical World* and *Electrical Merchandising*. Norman Macbeth, of the *Lighting Journal*, will be associated with the McGraw company.

Calling a Coupon by Another Name

The Tegufilm Chemical Manufacturing Company, Inc., maker of a boiler compound, calls its large coupon in *Power* a Question Blank. The blank reads: "Without obligation to me kindly give full answers to the following questions about Tegufilm." Dotted lines are then left to be filled out by the reader. The novelty in the idea lies in imparting a value to the coupon by calling it a Question Blank.

Williams & Cunningham Open New York Office

Williams & Cunningham, Chicago, have opened a New York office at 111 Fifth avenue to take care of some special Eastern business, including the Lucky Strike cigarette newspaper campaign of the American Tobacco Company.

Joins St. Paul Agency

C. W. Chamberlain, of the St. Paul *Dispatch* and *Pioneer Press*, has been placed in charge of the sales department of the Federal Advertising Company, of the same city.



Copywriter--Businessman Wanted

Service unsurpassed for its downright usefulness to clients, has expanded this agency to a point where the staff must be augmented.

We need a successful salesman-writer who is first of all a systematic business man. He must be able to originate and develop merchandizing ideas. He must have enough technical trend to enable him to plan and write trade and general magazine copy, direct matter and catalogs on automobiles, auto accessories and other semi-technical subjects.

To such a man we offer a *real opportunity* to become a permanent member of our organization.

We do *not* want a floater, a dreamer, or a temperamentalist.

Tell us why you think you are the man we need—your experience, your age, and what salary you expect. Include samples of your work.

Address Philadelphia Office
McLAIN-HADDEN-SIMPERS COMPANY
Advertising

West Washington Square
Philadelphia

220 Broadway
New York



A Big Chance for A Good Man

There is a vacancy in the selling ranks of a large advertising organization in New York which has room only for high power men.

If you are a salesman of advertising with a good history and a record of results—

If you have demonstrated your ability to write upwards of \$50,000 worth of business a year—

If you have proved your ability to persuade New York advertisers into making substantial advertising appropriations—

If you have faith in yourself and a belief in the power of *hard work*—

Then there is a rare chance awaiting you at the following address:

**"C. B.," Box 234
care Printers' Ink**

Validity of the Individual Contract With Retailer

Edmond E. Wise, Counsel for R. H. Macy & Co., Gives His Opinion Before Congressional Committee—Difficulties in the Way of Consignment Selling to Reach National Field

FREE advice on the worth of the individual contract with the retailer has lately been made available to advertisers through a Congressional inquiry at Washington. This is a topic the more fruitful of conjecture because the United States Supreme Court seems never to have passed upon the whole principle involved. Among advertising interests it is hoped, however, that the court will make just such pronouncement in its opinion upon the pending controversy between the Victor Talking Machine Company and R. H. Macy & Co.

Some of the ends sought by means of agreement between the man at the factory and the man behind the counter are these: standardization of prices, the curbing of undue cancellations, regulation of the exchange of unsalable goods and a methodical and a well-balanced system for the closing out of unseasonable goods.

Specifically it was the present policy and apparent success of the makers of Manhattan Shirts that supplied the text for argument before the House of Representatives Committee on Interstate and Foreign Commerce at Washington. Not the least significant feature is that the author, in the main, of the opinions expressed is Edmond E. Wise, a New York attorney, who is known as a specialist on this subject and who is chief counsel for R. H. Macy & Co.

Representative Stephens, author of the Stephens Bill, precipitated the discussion of the individual contract with the retailer when, addressing Mr. Wise, he asked: "Do you believe it is in the public interest for a producer to contract

with a retailer for the distribution of his product at an agreed price—I don't mean this system of contracts where a great many producers get together and form a combination but I mean an independent producer of a manufactured article going to a retailer and entering into a contract for the distribution of his product at a fixed price?"

VALIDITY OF THE CONTRACT

"The right to make that contract which you speak of," replied Attorney Wise, "has never been questioned in any court. You don't need any bill for it. The Manhattan Shirt Company does it now. Nobody has questioned the right of the Manhattan Shirt Company; nobody has attacked them and their method of doing business. They sell to retailers, particularly restrained retailers in certain towns, and they will not sell to anybody else. You cannot buy their shirts for less than two dollars, because, if you can—except at times when they permit it—they cut off the dealer and will not sell him any more.

"A manufacturer or producer can at the present time make a contract with a retailer and that contract may provide for a resale price, and such a contract has not been declared illegal by the United States Supreme Court standing alone. Such a contract may be declared illegal if it is the result of a system—a comprehensive system. Whether the system adopted by the Manhattan Shirt Company is legal or not I will not venture to prophesy. That they are doing it now is clear, and nobody has interfered with them, and, personally, I believe—if my personal opinion has any weight—that a contract between the Manhattan Shirt Company and one of the dealers, if it is made outside of being a system, is a contract which can find its enforcement in the local law for relief—if it is broken—in the same way as any other contract that is made."

Congressman Dewalt, who is a lawyer, asked Mr. Wise if he would go so far as to contend



The Sinews of Uncle Sam's Strength

Looking over the entire field of American industry it is plain as a pikestaff that the backbone of the nation's business is the careful, thrifty, intelligent live-stock farmer.

Far removed from the hotbeds of speculation, socialism and the artificial life of towns and cities, he is the one fit custodian of the country's conscience, the one dependable conservator of the country's real welfare.

His broad acres reflect the certain result of feeding out his crops upon his own land. He is no robber of the soil. He builds and builds and builds, while many of his less thoughtful neighbors are destroying the land they occupy.

The best and most successful farmers as a rule will not be without the weekly visit of **THE BREEDER'S GAZETTE**. They figure that it is fairly indispensable to a clear, up-to-date knowledge relating to the problems with which they have to deal.

THE BREEDER'S GAZETTE goes to more than 90,000 farm homes each week by invitation.

It is forced upon nobody. People take **THE GAZETTE**, not because it is given to them, but because they want **THE GAZETTE** for its own sake, and for their own profit.

Advertising rate, 70 cents a line flat.

THE BREEDER'S GAZETTE

Established 1887 "The Farmer's Greatest Paper" Published Every Sunday
Sunders Publishing Co. 342 South Dearborn St.
CHICAGO, U.S.A.

Member Audit Bureau of Circulations



George W. Herbert, Inc.,
Western Representative,
111 Washington St.,
Chicago, Ill.

Wallace C. Richardson, Inc.,
Eastern Representative,
331 Fourth Ave.,
New York City.

Light Weight Coated Paper Immediate Delivery

We have in stock in Philadelphia, a large quantity of ENAMELLED BOOK paper, white,

Size 28 x 40—54,
(basis 25x38—46),

which we offer for IMMEDIATE DELIVERY at a VERY ATTRACTIVE PRICE in sizeable lots.

This paper is *perfect stock* and not "seconds."

Write at once for samples and price, stating amount you would require.

WHITING-PATTERSON CO.

536 Pearl Street
New York

11th & Race Streets
Philadelphia

that if goods had passed to the possession of a retailer, the Manhattan Shirt Company or other manufacturer could sue for and recover damages for breach of contract if the price were violated. That, estimated the Congressman, was "the milk of the cocoanut," because as a lawyer he believed that there was nothing to prevent the negotiation of contracts between manufacturers and retailers.

"If you want an off-hand opinion," was the rejoinder of Mr. Wise, "I am prepared to give you one. I would not say that it is well advised or one which I would be prepared to defend without further investigation, but, personally, I think that when a man makes a contract with another man which has not an illegal purpose and is not a portion of an illegal scheme, that man is legally and morally bound by his contract and in the law can be held for it and he can be held to pay such damages as may legitimately flow from the breach.

"But what will not happen—and this is the milk in the cocoanut—is that they cannot go into a court of equity and restrain that man from continuing to sell the goods that he owns and has paid for in whatever way he sees fit."

"There would be a multiplicity of suits and no remedy in equity," ventured Congressman Dewalt as a tentative estimate of what would ensue if manufacturers in general sought to make individual contracts with retailers perform regulatory functions as to prices and other elements of retailing policy.

"There will be no remedy in equity for the breach of contract," interpreted the New York legal light, "any more than there would be a remedy in equity for preventing your salesman from leaving you."

CONSIGNMENT SELLING AS BASIS FOR INDIVIDUAL CONTRACTS

From a discussion of the individual contract with the retailer, as a means of meeting the manufacturers' desire for more complete control over his goods in

(Continued on page 154)

***Advertising in the
three leading implement
papers during 1916:***

Implement & Tractor 1428 pages
Trade Journal

Second paper . . . 1270 pages

Third paper . . . 814 pages

**The Implement & Tractor
Trade Journal covers the
western territory and is
distinctive because of its
development of the *Farm
Motor Field*---**

**Gas Engines, Automobiles,
Tractors, Trucks and their
accessories.**

Do You Find A Need for Capital?

THERE is nothing more natural in business building, than to encounter the need for capital. It is a symptom of expansion, of growth, of new markets to be entered, of new propositions to be launched. For every concern seeking an investor, there are a dozen men seeking the *investment*. For them it is money lying idle, that might be put to work. For you it is profits that you will eventually divide.

If there is an equity for the prospective investor in your proposition, it is the simplest thing in the world to convince the investor. But the manner of approaching the investor will determine the success or failure of your search.

Just as your advertising agent shows you how to tell your story in an advertising sense, just as your sales manager knows how to approach your dealers, so the expert who knows the investor can simplify that division for you.

For twenty-five years we have been engaged in this work. We have raised over \$25,000,000. Since October 1st last we have advised with clients who have raised jointly over \$300,000. Prospectively \$3,750,000 more.

Do not misunderstand this service. We are not promoters. We do not ourselves obtain the money, any more than does your advertising man go out and bring you the physical orders. We tell you how to seek your money, how to tell your story, and we are willing to rest our case on your own judgment of the campaign we present you. We work on fee only. Tell us your story and we will tell you whether we can help you.

Andrew D. Meloy

55 Liberty St., New York City

Handling Inquiries in a Way That Built Up a National Market

(Continued from page 6)

and the house that produces it. No doubt he has had calls for it before, directly from advertisements which have not resulted in inquiries to the home office. He has received at frequent intervals circulars, booklets, broadsides and detailed information as to the advertising campaigns. He is on the mailing-list for "The Underfeed News," a house-organ now nearing the completion of its eighth volume.

The factory offers him its best co-operation in landing this business. If he avails himself of this co-operation, the probabilities are that he will secure the order. But if he does not do so, he knows that the customer can still secure the furnace either through one of his competitors or, in extreme cases, direct from the factory.

HOW SALESMEN ESTABLISH DESIRABLE OUTLETS

Real co-operation is offered. The traveling salesman who calls upon the dealers is no mere order-taker. Like the advertisements, he is expected to sell goods and to help the dealers sell the goods. He is kept advised as to the inquiries that are received from his territory. No moss grows under his feet between the time when he receives the memorandum telling him of the inquiry from a town in his territory and the time when he arrives at the store of the dealer to whom that inquiry was referred. Perhaps he finds that the dealer is honestly skeptical as to the wisdom of recommending the Underfeed in preference to one of the furnaces for which he is a regular distributor and concerning which he has had a satisfactory experience. Or possibly he is frankly hostile to what he regards as factory interference with his legitimate trade. In either case the salesman has his work definitely laid out. His business is to sell his furnace. If

not through this dealer, then through some other dealer, or, if necessary, direct.

Thus it is that inquiries usually result in the establishment of desirable dealer-connections and the furnace sale frequently paves the way for the entire Williamson line of heating apparatus, which includes heating systems of all kinds and at all prices. In this way the entire line profits from the advertising appropriation, which is invested solely in developing the market for one item.

No system of advertising and merchandising can be one hundred per cent efficient as applied to dealer-distribution. The company, while earnestly endeavoring to place its business exclusively on a dealer basis, recognizes the rights of the consumer as well as those of the dealer. It regards it as an obligation to fulfill the letter and the spirit of the advertising and to see to it that every man who wants to buy because of the interest created by the advertising shall have this want satisfied even though the sale be made at an actual sacrifice.

Consequently it sometimes becomes necessary to make the sale direct to the consumer and to assume responsibility for the installation and proper performance of the furnace. For this difficult problem the solution has been found in two different ways: First, by preparing the literature so completely and with such painstaking thoroughness that the company can ship a furnace direct to the home-owner with the assurance that the installation can be made properly by any competent contractor who will take the time to read the instruction-book carefully.

Second, by sending an erecting crew to the home of the purchaser and making the installation complete. In the beginning this latter method was, of course, exceedingly expensive, owing to the widely scattered area from which inquiries were received and the consequent impossibility of routing the crews economically and efficiently. It is one of the striking evidences of the tremendous

efficiency of advertising that the volume of scattered business of this character has grown to such proportions that the company has been obliged to increase the number of erecting crews so that it now has men constantly making their rounds through different sections of the country and installing isolated furnaces with practically the same regularity as that with which the traveling salesmen cover their territories calling upon dealers. The significance of this is even more notable when it is remembered that this company's dealers are no longer sparsely scattered over the country, but that they are found in every State in the Union.

SALE IS NOT COMPLETE TILL CUSTOMER IS SATISFIED

The reader will naturally wonder what method has been devised for insuring the satisfactory installation and efficient performance of the furnaces that have been installed by dealers who were not regular distributors or by local contractors hired by the purchasers.

The fundamental principle in this connection has always been to forestall trouble rather than to wait for complaints on the part of the purchaser. After an installation of this kind has been made and a few weeks' time has elapsed, during which the owner has had opportunity to observe the performance of the furnace, the home office writes a letter inquiring as to the experience of the customer and requesting a full statement covering every detail. In almost every case the answer is virtually a testimonial, but it sometimes happens that the reply indicates some faulty work in connection with the installation. By the way, this brings the company many of the strong testimonials which are used in the advertising. It should be borne in mind that no installation of this kind is ever made until after the engineering department at the home office has secured a plan, or at least a rough sketch, of the house in which the furnace is to be installed. This plan not only shows

the floor dimensions, location of flues, etc., but it gives the height of ceilings and the exposures. From this information the engineering department works out plans and specifications, indicating the exact position and size of all intakes and all outlets, together with the proper location for the furnace itself. If the installation is made in accordance with these plans the results are mathematically certain.

Should the man who makes the installation deviate radically from these specifications the efficiency of the heating plant would naturally be impaired. But when this does happen the buyers, almost without exception, are able to convey complete and accurate information as to the nature of their troubles, and from this information the engineering department very easily ascertains the cause of the difficulty. By way of illustration the following complaint and the method by which it was adjusted are of interest:

The pastor of a church in a Michigan town wrote as follows, with reference to an installation made by a dealer who was not a regular distributor:

WILLIAMSON HEATING COMPANY,
Cincinnati, Ohio.

I am writing to you regarding the furnace in our local Catholic Church. It is a Peck-Williamson Favorite No. 939, installed in November-December, 1913, and is not giving satisfaction. It is my opinion that it is not properly installed. Following is a diagram of the church:

From this diagram you can see that one 26-inch cold-air pipe is working against two 24-inch and two 9-inch hot-air pipes and those measurements are all correct. The great trouble is this: It takes too long to heat the building and then we cannot keep it heated once the people begin to come in, and we are very careful about keeping the doors closed.

Kindly look into this. I want to have it remedied before the cold weather sets in.

Sincerely yours,
JAMES P. WELSH, Pastor.

Accompanying this letter was a rough sketch. The following letter is typical of the efficiency of the engineering service which goes into the handling of complaints:

Reverend Sir:

Your letter of the 12th inst. has been received with reference to the No. 939 furnace installed in St. Mary's Catholic Church, of which you are pastor.

The Greatest Achievement in Years

**Millions of people will see remarkable Motion Pictures—taken in
The Gentlewoman Experimental Kitchen.**

The famous Cookery Expert, Mrs. A. Louise Andrea, M.C.A., Editor of The Gentlewoman Domestic Science Department featured in striking Cookery Demonstrations—

How to bone a shad and serve it whole, entirely free from bones.

Perfect bread in 5 minutes, saving the usual one hour's hard kneading.

And other subjects interesting and valuable to housewives.



One section of The Gentlewoman Experimental Kitchen

Thousands of Moving Picture screens, all over the United States, will flash with each film these words—

"Modern Cookery Demonstrations, by Mrs. A. Louise Andrea, now conducting the experimental kitchen of The Gentlewoman Magazine, New York."

This series, to run for many weeks in the regular "Movie" programmes, will bring a tremendous addition to the interest and influence already attained with Two Million regular readers of The Gentlewoman's Food and Cookery Department. A success so sensational and unique and built upon such a substantial foundation warrants the attention of Food Product and Kitchen Utensil Manufacturers and of Advertising Agents placing such Publicity.

Visitors welcomed. Inspection cordially invited.

THE GENTLEWOMAN

Published by W. J. Thompson Co., New York

(Two Million Guaranteed Circulation)

District Sales Manager

A successful and rapidly growing organization, with big possibilities for development immediately ahead, requires three district managers in Central Western and Southern territory. Our work consists of installing modern methods of advanced business training for executive officers, department heads, salesmen, correspondents and others in progressive concerns. The results achieved are remarkable, and the organization has acquired a notable prestige.

Our district managers "must be, first of all, high-grade, clean-cut, experienced salesmen. Second, they must demonstrate their ability to direct and develop men working under them. Third, they must have a genuine understanding of the broader phases of present-day business.

District managers in this organization are compensated by a liberal commission and over-ride. The growing volume of sales and re-sales makes the position especially attractive, even to men who are now earning large incomes in other lines. The work, too, is of a character that makes it appeal strongly to big-calibre men.

We will gladly give you in return full details and, if it proves mutually desirable, will arrange for an interview. Our correspondence will be held absolutely confidential.

This is genuine "ground-floor" opportunity which cannot long be held open. Write to

"D. A. S.," Box 235
Care of Printers' Ink

The reason for the job not heating successfully is very evident. The return air duct is only about half large enough and as the furnace can only warm the air which is delivered to it, naturally the building is very slow to heat up and you have to burn a lot of fuel in order to obtain any results. Neither is it necessary to have the return air duct so long, as this only increases the friction.

Our suggestion would be to make the present return air duct about half as long as it is and run another duct from the opposite side of the building into the furnace, utilizing that part of the present duct which is removed in constructing the new one. A 30 by 30 return air face is sufficient to take care of the 26-inch return air pipe. We believe that a return air duct taken from each side of the building about middle ways between the altar and vestibule on either side will result in a far more successful plan than you have at the present time. You have probably found that it is necessary to keep the doors open between the altar and rooms in the rear in order to heat them successfully.

Trusting you will find these suggestions of benefit, and hoping to hear from you if we can be of any further service, we are

Yours very truly,
THE WILLIAMSON HEATER CO.

By consistently following these methods the company has been able to effect a fairly complete national distribution on a product that everybody said could be sold only locally. It is another case to be added to the scores already recorded in PRINTERS' INK where advertising has accomplished what was generally regarded as impossible.

Yucatan Sisal Presents Its Case

Page advertisements of the Comision Reguladora del Mercado de Henequen are being placed in farm and daily papers through the Brown Advertising Agency, Inc., New York. The "comision" sells a large amount of Yucatan sisal to American manufacturers of binder twine and rope. The advertising is intended to offset the reports that the price of sisal has been arbitrarily increased.

Sherwin-Williams' Spring Campaign

This week the Sherwin-Williams Company, Cleveland paint manufacturer, will inaugurate a spring-painting campaign in magazines. The advertising, which centers around the phrase "Brighten Up, America!" is intended to show the importance of keeping buildings protected from the elements by a good coating of paint.

Advertised Goods Figure in National Hardware Questionnaire

Aim Is to Improve Business Methods of National Retail Hardware Association—Dealers Are Urged to Add Side Lines—Other Kinds of Stores Cited in Which This Has Been Done

IS demand for nationally advertised goods increasing? Is catalogue-house trade increasing? Do jobbers show clerks how to sell goods?

These are some of the items in a questionnaire being circulated among hardware dealers who are members of the National Retail Hardware Association. Charles T. Woodward, president of the association, described the questionnaire and what it is expected to accomplish before the joint convention in New York last week of the Pennsylvania and Atlantic Seaboard Hardware Association and the New York State Retail Hardware Association.

He termed it "a hardware census" and asserted that the interrogations should prove of real value to the organization if the dealers properly co-operate. Other questions are "how is the automobile affecting your trade; do you feature special brands; whose; why; do you know prices at which you should buy; do you keep a price record; do you regularly discount your bills; how often do you take inventory; what are your most profitable lines; what unprofitable; what percentage of total sales do you spend for advertising; what training do you give clerks; do you attend association conventions."

Mr. Woodward asserted that the bulk of the space bought from newspapers by the hardware dealer is wasted because of the inability of the retailer to put into that space advertisements which would bring returns. He said that this failure to make the advertising pay is not nearly so often the fault of the medium as of the merchant to furnish the

New Large Size A Big Success

December and January were largest circulation months in the history of **GOLFERS MAGAZINE**, as more than \$10,000 was collected for subscriptions.

January and February issues have shown a "substantial" advertising gain over any previous months.

*Do you want to reach
the concentrated wealth
of America?*

Golfers Magazine

General Office: Monadnock Block, Chicago, Ill.

Eastern Office: 53 Vanderbilt Ave., New York, N. Y.

Using Ben Day

To know how and when to use Ben Day is as important as to know how and when not to use it.

We have a way—original with us—of using Ben Day in color that, in conjunction with a black Half Tone or from a line working drawing give results very different from the usual work of this character.

LENZ PHOTO- ENGRAVING CO.

Printing Crafts Building
Eight Ave. & 24th St., New York, N. Y.

Telephone
Greensy 6761-2

sort of copy which sells goods. Mr. Woodward announced that the National Retail Hardware Dealers' Association had plans afoot to help correct this situation.

Harold Whitehead, instructor in the College of Business Administration of Boston University, spoke on "Buying and Selling" (including annual turnover). In discussing what division of expenses should be made for the average hardware store and what the percentage of these various expenses should be as related to sales Mr. Whitehead gave some interesting figures. He stated that his data were necessarily approximate although based on careful investigation. The figures apply to a town of 5,000, the store doing an annual business of \$50,000. He also gave comparative figures of the cost of doing business as discovered by a very large Chicago catalogue house, the figures proving that the average retail dealer should be able to compete with such institutions. The figures follow:

	Dealer	Catalogue House
Rent	2.9	1.8
Salaries	11.2	4.6
Advertising	0.9	3.2
Heat and Light.....	0.5	0.9
Delivery	0.6	4.3
Supplies	0.4	2.3
Insurance and Taxes	1.1	0.7
General Expenses...	0.8	2.4
General Depreciation	0.5	9.6
Bad Debts.....	0.4	1.6
Total.....	19.3	22.4

The encroachment of other dealers upon the field of the hardware store was also commented upon by Mr. Whitehead. "I should like," said he, "to see the hardware men branch out into more lines than they are at present handling. I should like to see them add new departments to their business—it is only the bugbear of 'legitimate lines' that is preventing this. This bugbear has not deterred merchants in other lines of business from encroaching upon the hardware man's field. For instance, druggists sell cutlery and sporting goods; grocers sell tin and granite ware, galvanized goods, brushes, wooden-

ware, enamelware; lumber dealers sell locks, door screens, window fittings, etc. The furniture dealer sells vacuum cleaners and stoves. The five and ten-cent stores do a big hardware business in the smaller items. The dry goods man sells curtain rods and shears.

"All of these are legitimate lines of the hardware dealer, but that fact has not stopped all these various other stores from carrying his lines in competition with him. So, since some hardware men are already adding toilet accessories and also electrical appliances, why not go a step further and go into picture framing, sell watches, clocks and jewelry, talking machines, toys, table lamps, typewriters, office appliances and so on. Quite as logical for hardware men to handle these lines as for dealers in other lines to sell the so-called 'legitimate lines' of hardware."

Roy F. Soule, editor of *Hardware Age*, James H. Kennedy, of *Hardware Dealers' Magazine*, and Frank B. White, Chicago, manager of the Agricultural Publishers' Association, also addressed the convention.

Changes in "Scribner's" Organization

V. S. Buchanan, Western manager for *Scribner's Magazine*, has resigned to join the Chicago office of the Curtis Publishing Company. Mr. Buchanan will represent the *Ladies' Home Journal*.

Kenneth Bristol, of the New York office of *Scribner's*, has been appointed Western manager, with offices in Chicago. James E. Byrnes, formerly of the service department of the California Fruit Growers' Association and more recently of the Mahin Advertising Company, has joined the Western office.

To Advertise Automobile Lens

A newspaper and weekly magazine campaign on the Osgood automobile lens, is being prepared by the Erwin & Wasey Company, of Chicago, for the Osgood Lens and Supply Company, of that city. A. C. Faeh, formerly advertising manager of the Rauch & Lang-Baker Company, Cleveland, has been appointed sales and advertising manager of the company.

Death of F. C. Blanchard

Frank C. Blanchard, manager of sales to manufacturers for the Firestone Tire & Rubber Co., Akron, O., died suddenly Monday, February 12th. He had been with Firestone for several years.

Established 1915

Incorporated 1917



Our Rule of Faith and Practice

We never have, nor shall we ever handle the advertising of any article that is harmful or which must be presented to the public under false claims.

We have always refused to advertise booze, bunk stock schemes, nostrums and fake bargain sales—sacrificing large profits—because such advertising is against the best interests of humanity.

The above emblem symbolizes our ideals.

In all the advertising we have prepared and directed—whether it featured style, quality or value—we have steadfastly adhered to the principles of the Golden Rule.

Individually and without exception we have been identified with successful campaigns—involving investments ranging from a few hundred dollars to more than \$800,000 per year.

Every member of this company has been "corporation-trained." As advertising and sales managers of large manufacturing and retail organizations we have learned to be *practical* by personally directing our campaigns.

We are proud of our past and present connections. Their records are clean. Their advertising is truthful. We want to serve other advertisers in the same class. Our facilities are adequate for the intelligent handling of every account.

Simpson Advertising Service Company

ROY B. SIMPSON, President

ST. LOUIS, MO.



The April number of the NATIONAL SPORTSMAN will be a Special Fishing Issue—a regular Humdinger, with a portrait of Dixie Carroll, our Fishing editor, on the front cover and a big bunch of rattling good fishing stories and pictures inside.

READER INTEREST

National Sportsman is a "hobby" magazine read by men who love to hunt and fish. The quickest and surest way to get next to any man is through his hobby.

BUYING POWER

"National Sportsman seems to reach a class of men who want and buy our high grade guns."

ITHACA GUN CO.

RESULTS to ADVERTISERS

Russell Moccasin Co., Berlin, Wis., received \$850.00 in cash orders from one insertion of a 1/4-page advertisement costing \$31.25.

60,000 Net Paid Circulation

Largest sworn circulation in outdoor magazine field. Member Audit Bureau of Circulations.

Sample copy, rate card and further particulars sent on request

NATIONAL SPORTSMAN MAGAZINE

221 Columbus Ave., Boston, Mass.

But, Kiser, What Is "Punch"?

And, After All, Don't Good Advertisements Possess It, Though Without the Upper-Case, the Italics and Such?

By Maxwell Droke

I HAVE read with a deal of interest Mr. S. E. Kiser's article, in the January 11th issue of PRINTERS' INK, on the terrible effects of "punch" in publicity. Maybe I agree with Mr. Kiser, maybe not. Before deciding irrevocably, I'd like to know what "punch" really is, anyway.

I have a theory that a punchful advertisement is one that strikes out with an upper-cut directed straight at the reader's pocketbook. Such a bit of copy may be gentle, innocent and easy-going, or brusque, startling, compelling. Whatsthodds, so long as the blow is well directed and true?

Now, Friend Kiser, is the foregoing a fairly accurate presentation of your opinion of "punch" in advertising literature? If so, let me whisper something in your ear. Just 'tween you and me and the red-cherry tree, if it were not for "punch" in publicity, advertising to-day would still be at the "John Brown, Staple and Fancy Groceries" stage of development. And you and I and oodluns of other perfectly good copy-writers would be weighing sugar, selling illustrated family Bibles, or begging to acknowledge receipt of somebody's favor of the 16th inst.

Don't misunderstand me, please. I'm down with both feet and every ounce of my weight on the upper-case-italic-exclamation point school

of copy-writing. But I *do* contend that no sane advertising man will hold for one moment that such methods will inject "punch" into advertising.

If a girl has nice teeth you can't blame her for wanting to display 'em. But you do get tired of looking at the ivory after about so long, and begin to wish that she would say something to relieve the monotony.

So it is with the ad man who shows a beautiful double row of upper-case every time he smiles into print. 'Twas a fine little



Keep your protecting arm about them—even when you're sick!

WHILE you are well and strong they lay their troubles and their joys in your hands. But a fearful day may come when you're sick, when an attack of pneumonia or rheumatism may lay you low, and then—what will you have to give them?

Those loving faces hold a plea to you to



AETNA-IZE



Guard against the day when you will be ill and your income stopped. It costs so little—it means so much to protect yourself. The little money you spend for an Aetna Disability Policy, covering both accident and sickness, makes no difference to you now, but it will make a tremendous difference to you if the bad day should come.

It costs only \$400 a year if you are in a "Preferred" occupation and under 31 years of age, and brings you:

\$25 a week up to 52 weeks while you are ill.
\$15 a week for 100 weeks—nearly two years—if you lose the sight of both eyes by disease, or the use of both hands or feet or one hand

and one foot by paralysis. Also payment of hospital charges, up to \$12.50 per week, for ten weeks, or for a surgical operation.

\$50 a week as long as you are disabled by a railway, steamship or burning building accident. \$25 a week if disabled by an ordinary accident. If you are killed in an accident, or lose two limbs or both eyes, you will get from \$5,000 to \$15,000, depending on the character of the accident and on the number of years you have carried the insurance. Half as much for loss of one hand, foot or eye.

Send this coupon today, and then whatever misfortune comes you will be ready for it.

AETNA LIFE INSURANCE COMPANY

Brown 1341

HARTFORD, CONN.

The largest company in the world writing Life, Accident, Health and Liability Insurance

Agents opportunities for all Country and Reading lines
An Aetna Agent has a national advertising campaign working for him all the time

THE ADVERTISEMENT WHICH IS CALLED "HUMANER-
THAN-LIFE"



SOMETHING NEW! ISN'T IT?

Lots of times we are asked that question when we show a buyer an old but different way to get results. Sometimes even experienced buyers find that we have methods new to *them*. By the way, just now we *have* something new—a way to get superior color values in Four Color Process work. Let us handle that next order for you.

Established 1889

GATCHEL & MANNING

DESIGNERS and

PHOTO-ENGRAVERS

In ONE or MORE COLORS

Opposite Old Independence Hall

PHILADELPHIA

THE MASSES

An Illustrated Monthly Magazine

"I subjoin a list of such magazines as have published over twenty-five short stories during the past year and have attained an average of over 15 per cent in the number of stories of distinction printed. In order of precedence based on these percentages, the magazines rank as follows:

- | | |
|-----------------------------|-----|
| 1. Scribner's Magazine..... | 80% |
| 2. Century | 76 |
| 3. Harper's Magazine..... | 68 |
| 4. Bellman | 68 |
| 5. MASSES | 66 |
| 6. Everybody's Magazine... | |
| 7. Metropolitan Magaz | |
| 8. American M | |

Edward J. O'Brien,
the famous critic,
in his annual review
of the magazines
published in the
"Boston Transcript"

Quality?

—Yes

Besides, THE MASSES has the reputation of being the cleverest radical magazine published in America.

Its cartoons are widely copied. Its humor and satire give an especial sparkle to its pages.

Editorially some of the keenest minds in the country are expressing opinions that will make you—well, you'll never be bored.

And, too, 65 per cent. of you who use this coupon will become renewal subscribers.

MASSES
33 W. 14th St.
New York

Enclosed please find
\$1.50. Send The
Masses for one year to

WANTED

Manager of Advertising Dept.

Victor Talking Machine Co.

CAMDEN, NEW JERSEY

Our client, the Victor Talking Machine Co., have asked us to find a man to fill the position of Manager of Advertising Department, to succeed Henry C. Brown, who has been appointed Assistant to the General Manager.

Application may be made by letter, or it might be better to seek a personal interview with F. Wallis Armstrong.

F. Wallis Armstrong Company

North American Bldg.

Philadelphia

with my signature appended. Another indication of the wonders "punch" may perform in publicity.

So, summing it all up, we'll have to come to the conclusion that there are some campaigns that must be handled in a punchful manner. Doncha agree with me, Mr. Kiser?

And—we're still friends, aren't we?

Western Union Not in Mail-Order Business

National and retail advertisers will, no doubt, be glad to learn that the Western Union Telegraph Company has no intention of establishing mail-order catalogue libraries in its 2,700 money transfer offices. The impression that it was to pursue such a course was due to the publication, a few weeks ago, of an announcement that the Baird-North Company, manufacturing jeweler, of Providence, R. I., which conducts a mail-order business, had made arrangements with the Western Union under which its catalogues were to be placed in the offices of the company throughout the country for the convenience of such persons as might desire to consult them with a view of ordering goods by telegraph.

No sooner had the announcement been made than telegrams and letters from mail-order houses in many cities began pouring into the general office of the Western Union in New York asking upon what terms they could make a similar arrangement. The scheme appealed to all of them with unusual force because it virtually converted money transfer offices into a mail-order agency—an advantage which none of them could afford to overlook.

In order to ascertain exactly what the company proposed to do a representative of PRINTERS' INK called upon E. Everett, head of the money transfer division, who assured him that the Western Union was not going into the mail-order business.

He said that an over-zealous representative had made the deal with the Providence house without getting the consent of the officers at headquarters; that the company was morally bound to carry out the arrangement and would do so for the period covered by the life of the catalogue, but no longer; that no other concern would be granted the privilege as the company had no idea of cluttering up its offices with mail-order catalogues, no matter how much money might be offered for the privilege. The company, he continued, depended upon all classes of business men for its revenues and it would indeed be foolish for it to grant privileges to one which could not be extended to the others.

THE ATLANTIC MONTHLY
COMPANY • PROVIDENCE



1 PAGE FIRST
SECTION

The Atlantic Monthly
January 1904
1917

Schwarm-Mandel Service
450 Fourth Avenue
New York City

Gentlemen:

Our experience with the Co-operative Services has been very satisfactory. The use of this service has not only proved an economy, but it has greatly reduced the number of complaints received by us from the checking departments of advertising agencies in regard to the non-receipt of checking copies of our periodicals.

Very truly yours,

The Atlantic Monthly Company.

W/M

Get YOUR Copy: "The Facts
About Co-operative Services"

Co-operative Services • Schwarm-Mandel
450 Fourth Ave. Tel. 7205-7206 Mad Sq.

Stereotypes and Mats

We specialize in the manufacture of mats and stereotypes and therefore believe we are better qualified than most organizations to satisfy the needs of advertisers and agencies in this line.

Much Cheaper --and Better

Stereotypes are particularly desirable for newspaper advertising. When large quantities are necessary an advertiser makes a really astonishing saving over what electrotypes would cost. The result is just as good or better.

J. T. BUNTIN, Inc.

209-219 West 38th St. New York City

An Artist

- a competent designer with a good knowledge of composition and its use in advertising.
 - a creative man who thinks things out and does not do everything by formula.
 - possibly a young fellow with real ability who is not appreciated where he is.
 - such an artist may make a connection with a middle western advertising agency which will pay him a satisfactory salary.
 - Describe your training and experience fully in a letter to "C," Box 233, Printers' Ink, and be prepared to send samples of your work.
-

Paper at Bargain For Quick Sale

**"Best Plate Finish"—125 Reams,
38 x 50—140/500 in Original Cases**

If you want a case (4 reams)
or more of good book paper
write for sample and prices.
This is a chance to score
twice—

**You Get the Paper Promptly
and Save Money**



Crouse-Hinds Co.



Manufacturers of Electrical Appliances

SYRACUSE, N. Y.

Cost of Butter Not Increased by Advertising

At a luncheon at the Chicago Advertising Club last week W. A. Ohman, sales and advertising manager of the Blue Valley Creamery Company, of Chicago, described how advertising had helped the company grow from a small creamery at Marysville, Kan., in 1900, until now its seventeen large creameries produce millions of pounds of branded, packaged butter at no material increased cost to the consumer.

"Our 1916 production was 67,680,000 pounds," said Mr. Ohman, "with an advertising cost per pound of less than two mills—a sum too infinitesimal to affect the price paid by the consumer."

"We began advertising in earnest about seven years ago. Since then increased production and sales have made it necessary to open several new creameries each year. We have shown 87,000 farmers how to prepare cream for market under improved sanitary conditions. With this selected cream our product is manufactured under scientific conditions that gives quantity production of a uniform product at a cost impossible to the small country dairy."

Because of the prohibitive distribution costs in selling its product in small towns and country, Mr. Ohman explained that the company's campaigns were concentrated in poster advertising in the cities.

Advertising Agents Act on "Printers' Ink" Suggestion

As suggested in the editorial, "Will the Advertising Business Be Caught Napping?" published in PRINTERS' INK of December 13th, resolutions were passed at the last meeting of the Western Advertising Agents' Association, held in Chicago, to start the work of collecting evidence and data sustaining advertising as an economic factor in distribution. A committee headed by E. I. Mitchell, of Mallory, Mitchell & Faust, was appointed for the purpose. The plan of the committee is to clear the information through the Associated Advertising Clubs of the World.

To Handle Dictating Machine Advertising

Street & Finney, Inc., New York advertising agency, has secured the accounts of several distributors of Edison Dictating Machines, among them being the Seely Office Appliance Company, New York; Brown-Howland Company, Boston; the Nicholson Typewriter Exchange, Baltimore, and the Edison Dictating Machine Company, Philadelphia.

Bruce Reynolds Opens Office

Bruce Reynolds, for several years advertising manager for the Rudolph Wurlitzer Company, of Cincinnati, has opened offices in that city as advertising counsel.

The Rochester Herald

Rochester, N. Y.

CARRIED 18,970 LINES

More Automobile Advertising

**Than All Other Rochester Papers
Combined**

During the 1917 Automobile Show

THE ROCHESTER HERALD.....	67,606 lines
Post-Express	27,524 lines
Democrat & Chronicle.....	16,688 lines
Union & Advertiser.....	3,430 lines
The Times.....	994 lines

(Each paper is credited with seven publication days)

THE HERALD was the only paper to show a gain over last year—all other papers showed a material loss.

"Western New York's Home Newspaper"

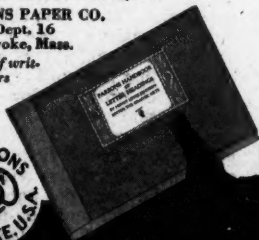
WHEN you have examined the Parsons "Handbook of Letter Headings" you, too, will smile with satisfaction over being able to secure a letterheading as truly typical of your business or profession as is your favorite paper, Parsons Old Hampden Bond.

The book contains simple rules for good letterheadings. Bound in boards, printed in two colors on Old Hampden Bond, 50 cents postpaid to any executive who writes for it on his own business stationery.

PARSONS PAPER CO.

Dept. 16
Holyoke, Mass.

Makers of writing papers
since
1853



PARSONS

OLD-HAMPDEN-BOND

The Vulnerable Names of Some Advertised Goods

Attempts to Protect "Toasted Corn Flakes" and "Malted Milk" as Trade-Marks Fail

THERE are some points of general interest to manufacturers in the recent decision of the United States Circuit Court of Appeals, at Cincinnati, in the case of the Kellogg Toasted Corn Flake Company against the Quaker Oats Company, involving the exclusive right to the use of the phrase "toasted corn flakes," which the Kellogg company claimed and the Quaker Oats Company denied.

The case has been in the courts since September, 1910. Shortly before that date the Quaker Oats Company began to market Quaker Toasted Corn Flakes, having experimented with "Maz-all" and "Yello" as names for the product, and the Kellogg company promptly brought suit, claiming that "toasted corn flakes" was a fanciful name, thus constituting a technical trade-mark, and making the further claim that it had acquired a secondary meaning as referring to the product of the Battle Creek concern. It was not denied that the Kellogg company had invented the phrase in the first place, nor that for eight years or so it was the only concern to use it; but for all that the court denied the company's exclusive right to it, and followed the District Court in dismissing the complaint.

ADVERTISING A FACTOR IN COURT'S DECISION

A curious feature of the case, and one which may well be pondered by other concerns, is the fact that the advertising copy of the Kellogg company supplied some very important evidence in contradiction of its own claims. Arguing that the name was fanciful, the company laid great stress upon the word "toasted." The product, it contended, was not toasted; it was baked. The word "toasted" was never intended to be descriptive of the process, but was a fanciful term, referring to

the golden-brown color of the product. The court goes to considerable length in describing the ovens in which the browning process takes place, and in discussing the dictionary definitions of the verb "to toast." "It cannot be doubted that the effect of this process is to toast the corn flakes," says the court, and then goes on to clinch the declaration by quotations from some past corn flake advertising. "They are so nourishing and easily digested; so scientifically cooked and toasted." "The flakes are exceedingly light, thin, crisp, and tender, toasted just enough." "Rolled into thin flakes, and toasted at a very high temperature." "There is a secret in preparing Kellogg's Toasted Corn Flakes—a secret of toasting, blending, and flaking the sweet-heart of the corn that other foods have never been able to copy." And so on.

Some of the extracts the court quotes are from Kellogg advertising, others are from competitors' copy; but they all go to show that the manufacturers themselves understood that the product was really toasted, and that the word was accurately descriptive of the process. In effect, the courts says to the company, "If the word is purely fanciful, as you claim, why did you repeatedly use it as descriptive? If you always intended to imply that the word referred to the golden-brown color of the product, and that it was a technical trade-mark, why did you permit your copy-writer to use it as a purely descriptive term?" Of course, the court did not use any such colloquial and non-technical language as that, but those questions are plainly deducible from what the court *did* say. It is important for advertisers to remember that they are leaving behind them a continuous trail of evidence, in the form of advertising

HERE IS THE PROOF THAT BUSINESS IS GOOD

IN THE STORES, and in other mercantile places, to the question, "How's business?" a ready response that "It is good!" is significant of the rising tone in business conditions.

A certain indication of better times in Southern California is the increasing volume of advertising in the Los Angeles newspapers. Three thousand, nine hundred and sixty-three inches more advertising were printed in last week's Saturday evening and Sunday morning city newspapers [Saturday, January 27 and Sunday, January 28, 1917] than on the corresponding dates in 1916.

As usual the merchants and the large number of advertisers who profit by experience showed their preference for the best publicity medium in this section, by giving the biggest share of their patronage to The Los Angeles Times; as can be seen at a glance at the following tabulated statement of advertising in last Saturday evening's and Sunday morning's newspapers. [January 27 and January 28.]

The Times printed	10,068 inches
Second morning newspaper	6,967 inches
Third morning newspaper	4,163 inches
First evening newspaper	1,241 inches
Second evening newspaper	1,078 inches
Third evening newspaper	715 inches

"Liner," patrons were best represented in the Sunday Times, of January 28, 1917. Of the 15,206 classified advertisements appearing in the six newspapers, The Times printed 8,169, which is 1,132 more individual "Liners" than were printed in the five other newspapers combined. Positive proof of the popularity and value of Times advertisements.

As with the advertising, The Times circulation year by year is demonstrated by a steady and healthy growth, viz:—

The yearly net paid daily average number of copies circulated in 1914 was	57,118
The yearly net paid Sunday average number of copies circulated in 1914 was	88,587
The yearly net paid daily average number of copies circulated in 1915 was	58,952
The yearly net paid Sunday average number of copies circulated in 1915 was	98,456
The yearly net paid daily average number of copies circulated in 1916 was	61,800
The yearly net paid Sunday average number of copies circulated in 1916 was	102,808

And so, The Los Angeles Times grows—surely and steadily in the increasing favor of the intelligent newspaper readers of the great Southwest.

Salaried Eastern Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

Brunswick Bldg., New York City

Harris Trust Bldg., Chicago, Ill.

\$10,000—If Worth It?

COPY WRITER WANTED

We desire the services of a copy writer who can bring to us some actual experience in retail merchandising, as well as ability to direct a very large national campaign on a new trademarked line of hosiery and underwear. He must be efficient in the matter of direct literature such as dealers' helps, including folders, window displays, etc. To the right man we present an unusual opportunity of becoming more closely identified with this organization than a mere copy writer just as soon as his worth has proved itself. We will pay a salary commensurate with his ability.

If you are the right man we would appreciate an immediate correspondence with you stating your past experience. If convenient, it would materially save time to have samples of your work submitted in first letter. All correspondence will be considered strictly confidential.

The Fred M. Randall Company

General Advertising

665-8-7 Ford Bldg.

Detroit, Michigan

The International Studio *announces its*

TWENTIETH ANNIVERSARY NUMBER

1897—MARCH—1917

THE RECORD IN AMERICA FOR A MAGAZINE OF ART

IT ALSO ANNOUNCES THE APPOINTMENT OF

WILLIS B. CONANT

856 PEOPLES GAS BUILDING, CHICAGO

AS WESTERN ADVERTISING MANAGER

and asks for him a continuance of the cordial relationship that advertisers and agents have for so long extended to other representatives of this magazine.

RALPH W. CAREY, ADVERTISING MANAGER

120 WEST 32ND STREET

NEW YORK

copy, and that the greatest care should be exercised in the use of the words and phrases which are meant to be distinctive.

Another case of somewhat similar character is the suit brought by the Horlick's Malted Milk Company against the English proprietor of Hedley's Malted Milk, recently decided by the House of Lords in England. The Horlick company attempted to prove a right to the exclusive use of the phrase "malted milk." It contended that for years it was the only concern making a preparation of malt and milk, and furthermore, that the title "malted milk" was not descriptive. The word "malted" is the adjectival participle of the word "to malt," which means so to change the starch in a cereal by diastatic action as to convert it into sugar. The process of malting cannot be applied to anything but a cereal, and milk is not a cereal. Therefore the term "malted milk" was not descriptive, but was a fancy word. The Court of Appeal debated this point at great length, and decided that from the point of view of the public malted milk was a plain enough description of milk to which malt had been added, and this view was upheld at all points by the House of Lords.

In commenting on the malted milk case, Thomas Russell, PRINTERS' INK's London correspondent, writes: "No doubt if anybody had sent Hedley an order for Horlick's Malted Milk and Hedley had without comment supplied Hedley's Malted Milk, an action for passing-off could have been sustained against him. But the mere marketing of a preparation, the title of which included the words 'malted milk,' was held, and, I think, justly, not to be an infringement of Horlick's rights, although Horlick is the only person who has advertised a preparation by the name of 'malted milk' in this country. I do not suppose the case will affect the sale of Horlick's Malted Milk, although it has made manifest the fact that anybody can use the name if he wants to.

Claimed Circulation

—IS ONE THING

Proved Circulation

—IS QUITE ANOTHER

In MERIDEN, Connecticut,

"THE RECORD"

Gives advertisers guarantee of

A. B. C.

No other Meriden paper does so, or has much more than HALF the circulation of THE RECORD.

We want a Copy Man

who can write copy—good honest English in a simple way. He must understand agency methods. To the proper man we have something real to offer. Don't waste your time or ours if you don't want a permanent position.

Box 1054
Hartford, Conn.

YOU increase the chance of your new campaign when you focus it on a local point.

NEW ENGLAND

The best local point to focus

Because of its prosperity—

Because of its high wage rule—

Because of its concentrated population

The Home Daily Newspaper

should be used to carry your message because of its intensiveness. It goes into nearly every home and is the one medium to establish intimate relations with its dealers.

If all New England is too big focus on these fifteen:

MERIDEN, CT., JOURNAL

Daily Circulation 5,386
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 9,534
Population 73,144, with suburbs 100,000.

AUGUSTA, ME., JOURNAL

Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS

Daily Circulation 21,247
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 9,892 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 5,192
Population 39,656, with suburbs 150,000.

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS

Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 30,444
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT. POST and TELEGRAM

Daily Circulation 32,219
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation 9,000
Population 25,000, with suburbs 60,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

"Years ago, when I was in business with John Morgan Richards, we had a number of trade-marked articles with highly vulnerable titles just like this, and my practice when an imitation occurred was never to attack the imitator as an infringer of the trade-mark, but always to set a trap for him and get him to supply the substitute when asked for our goods, after which we fetched a suit against him to restrain him from passing-off, and always succeeded. The plan was to send one person into the shop to buy a toothbrush or something, and while he was there to let someone else come in and ask for our goods by name. If the shopkeeper supplied the substitute without saying anything, we went for him.

"The fact that the proprietor of the article asked for has a case against the substitutor was established by a suit which Mr. Richards brought. A woman wrote to us, saying that she had been to a chemist and asked for Carter's Little Liver Pills. He wrapped up a tube of pills and handed them to her without comment. When she got home she found they were not Carter's Little Liver Pills, but Little Liver Pills of unknown manufacture, and she wrote to ask if they were genuine. We brought an action against the man in the Court of Chancery, and Mr. Justice Chitty heard it. The defence was that although the woman might have had an action against the chemist, it was no affair of Carter's, but the judge held otherwise, and this case established the right of a proprietor in cases like this."

League of Car Advertising Interests

The International Car Advertising League was organized at a meeting of car-advertising interests, held in the New York Advertising Club on February 2. The following officers were elected: Stanley E. Gunnison, president; Jesse Wineburgh, vice-president; Samuel B. Moore, Jr., secretary.

The organization intends to be represented at the St. Louis convention and will petition the A. A. C. of W. for official recognition.



THE ETERNAL TRIANGLE

**The Consumer
The Retail Dealer
The Wholesale Dealer**

These three in the business triangle are all reached and influenced towards your product when you advertise in the

EVENING EXPRESS

The only afternoon daily newspaper.

The largest daily circulation in its state.

The greatest salesforce in

PORTLAND

MAINE'S GREATEST CITY

*Julius Mathews Special Agency
Boston—New York—Chicago*

**The High Spot in
Connecticut is '**

Bridgeport

and

**The High Spot in
Bridgeport is the**

Post and Telegram

These things are so because of the wonderful industrial strides of "The Essen of America," and the commensurate growth of the leading daily, the

Post and Telegram

It leads in circulation, advertising, prestige and selling force.

*Julius Mathews Special Agency
Boston—New York—Chicago*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 15, 1917

The Gentle Art of Misquotation To the three kinds of lies—plain lies, damned lies and statistics—we are sometimes tempted to add a fourth, under the head of misquotations. Every prominent individual is more or less subject to this form of misrepresentation; words are torn from their context and quoted without qualification, figures of speech are given a literal interpretation, a bit of sarcasm is inverted and produced as a positive assertion, and so on *ad infinitum*. Sometimes, indeed, phrases are deliberately invented without the least foundation in fact, and are fathered upon some entirely innocent and unsuspecting person. Once they begin to pass current, it is next to impossible to head them off, or to trace them back to the actual author. Commodore Vanderbilt is still quoted as having consigned the public to perdition, though it is doubtful if he ever

heard of the phrase, and William H. Vanderbilt, who "might have said it," always specifically denied it.

PRINTERS' INK is by no means exempt. We frequently receive letters from subscribers referring to some alleged quotation from our columns but which all our ingenuity is unable to locate. For example, the following paragraph occasionally comes to hand, neatly printed in red ink on an envelope slip for enclosure with letters of solicitation:

PRINTERS' INK

WORLD'S GREATEST AUTHORITY
ON ADVERTISING

Gives Labor Paper First Place

Printer's Ink, the recognized authority on advertising, after a thorough investigation on this subject, says:

"A labor paper is a far better advertising medium than an ordinary newspaper, in comparison with circulation. A labor paper, for example, having 2,000 subscribers is of more value to the business man who advertises in it than an ordinary paper with 12,000 subscribers."

Now to the best of our knowledge, this is the very first time the above "quotation" has ever appeared in PRINTERS' INK. The organization which is circulating it is unable or unwilling to give us any clue as to the issue in which it is alleged to have originally appeared, and a search of our files clear back to 1888 fails to show any trace of it. We do not believe that PRINTERS' INK, in all its twenty-eight and a half years of existence, ever expressed any such opinion. Nor that under our very liberal ideal of editing (which permits both sides of a question to receive ventilation) has any contributor been allowed to express in our columns so obviously reckless an assertion. The "quotation" is grotesquely out of accord with our views, and so at variance from our policy that it should deceive no one.

PRINTERS' INK does not believe that any one class of advertising mediums is "better" than another, any more than it believes that tall men make better salesmen than short men. It would no more make a blanket comparison between mediums than it would

compare olive oil and maple syrup. Each class of mediums has its appropriate function, and any comparison such as is represented by the labor organization's "quotation" is sheer nonsense. PRINTERS' INK does not consciously print nonsense, and rather resents the imputation, even when it is accompanied by the announcement that we are "the world's greatest authority on advertising." We have been annoyed so long with this particular misquotation, that we yield to the temptation of giving it a little free advertising.

The High Cost of Postage

Who wants one-cent letter postage, anyhow?

That is, who outside of the officials of the National One-Cent Letter Postage Association, who collect nice membership dues from sincere but misguided people to be used in a propaganda for which there is no general demand.

In places where business men congregate we never hear the subject so much as discussed. Never at the Waldorf or the Blackstone or the Statler do we overhear a conversation at a neighboring table among business men, as to the crying need of lower rate of letter postage. Never does the impassioned after-dinner orator bring tears to your eyes by a depiction of how much better off you would be if you could send a letter from New York to San Francisco for one cent instead of two cents. Everybody seems to feel that Uncle Sam is doing mighty well by us as it is. The two cheapest things under the canopy to-day are the daily paper that brings you the news of the world for a penny, and the big, fat letter that travels from Hawaii to Porto Rico under a two-cent stamp.

We don't believe, when you get right down to it, that even the Direct Advertising people themselves really want one-cent letter postage. There is too much competition as it is in sending out circular matter under letter postage.

It would be simply awful if the postage rate should ever be cut in two.

Already your mails are so flooded with printed stuff from get-rich-quick promoters that you almost overlook that letter from your wife where she tells you how much money a day it costs to keep her and the girls down at Palm Beach.

You are trying to concentrate on a big business problem when in rushes the zealous office-boy with a letter marked "Personal," "Important," and "Deliver Immediately." It turns out to be a communication that Dingus & Co. are prepared to supply fine gent's suits for only \$12.50.

Or, again, you once bought ten shares of Little Steel which you have long since sold out—at a loss—but that transaction resulted in your name getting on the sucker list of every brokerage house in Wall Street. All mixed up with your legitimate mail and under two-cent postage come daily market letters, offerings of a \$100,000,000 worth of bonds on the Wampum Water Works and fervid descriptions of the very latest styles in oil wells and copper mines.

Truly, conditions are bad enough as they are. The worthy specialists who are putting out direct-mail literature of real merit surely don't want to put a premium on every Tom, Dick, and Harry going into the business. If anything, they might be inclined to consider boosting the present rate, so as to shut out a few of the cheap sports who are already crabbing the game. But as for lowering the rate and pulling down the house on our heads, Never. There is a policy known as *laissez faire*—let well enough alone. So we say about the whole postage situation. Whether it be one-cent letter postage, the cent-a-pound rate for publications or the parcel-post rate on catalogues. Why should business interests in many different lines be stirred up every year and be compelled to go to the expense of sending delegations down to Washington to ar-

gue against all sorts of impractical and visionary schemes?

Since the above was written, we notice in the *American Paint Journal* the following leading editorial presenting still another angle on the same situation:

"The Western Union Telegraph Company reports a remarkable development of its service in the 12,000,000 night-letters and the 8,000,000 day-letters that constituted 20 per cent of the total of 100,000,000 messages of all kinds that it carried last year. It is predicted by the *American Paint Journal* that when one-cent letter postage is adopted, the telegraph and telephone companies will enjoy even more phenomenal increases, through the efforts of the business community to get proper consideration of its communications by some more effective medium than a national mail service congested with the one-cent circular matter of to-day raised to the dignity of the sealed envelope, and with the dictated letter reduced to that same status by the one-cent stamp that carries both classes with no distinguishing feature."

Prof. Carver's University and college professors sometimes make themselves ridiculous by their absurd statements regarding advertising. Without having studied the subject critically or without having consulted a recognized authority, they seize the occasion of a public address to express opinions that they hope will attract the attention of the newspapers and give them fame as original and fearless iconoclasts.

Prof. Thomas N. Carver, of Harvard, evidently belongs to this class. In an address delivered at Manchester, N. H., a few days ago, in which he discussed American methods of marketing and spending, he gave the purchasing consumer a list of ten "Don'ts" designed to assist in ultimately reducing the cost of living. One of these was as follows:

"Don't buy anything that has

been advertised more than a year. A year is enough time in which to educate the people on a single product. After that advertising brings no general social benefit."

We wonder if Professor Carver has the slightest conception of what such advice, if followed, would mean. We should have to stop eating the products of Armour and Swift, the American Sugar Refining Co. and the National Biscuit Co., we should have to get along without our handy Gillette safety razor and would have to relinquish riding in automobiles. It is regarded as next to impossible to secure for a product national distribution of a satisfactory character in twelve months. Usually it requires a much longer period even to test out an article under the most favorable circumstances. Hence, it is only after it has, through advertising and experience gained from its use, been proved to possess real merit that it can achieve a commercial success.

Among the frequently quoted axioms of the advertising business is that no product can be advantageously advertised for any length of time unless it possesses substantial merit. Hence, perhaps one of the strongest recommendations that it can have is that it has been exploited in the public prints for years. If we cut out all the old advertised brands of goods now offered by retailers, what would be left? A whole raft of articles of which the consumer knows nothing. It would take him a long time and heavy expense to separate the good from the bad. Dependable merchandise would continue to be manufactured and sold, but how would the consumer be able to find it?

Fuller & Smith Incorporate

The business of Fuller & Smith, Cleveland advertising agency, has been changed from a co-partnership to an incorporated company. There will be no change in name. The incorporators are: Harry Dwight Smith, president; Fred R. Fuller, vice-president and treasurer; Norman Craig, vice-president; A. Judson, secretary; P. W. Murphy, secretary to the president; C. L. Madden and C. E. Horton.

1847 ROGERS BROS.

SILVERWARE



THE pattern illustrated is the Heraldic—the newest in this nationally known brand of silver plate.

The distinctiveness of this pattern—which harks back to the days of hand-hammered ware—coupled with extensive advertising, has quickly brought it into favor.

The Heraldic Pattern may also be had in tea and coffee sets, etc.

INTERNATIONAL SILVER CO.
Meriden, Conn.

The World's Largest Makers
of Sterling and Silver Plate.



Follow the lead of the World's
greatest advertisers—



We reproduce this
familiar Trade Mark

**Popularize Your
Trade Mark**

Send illustration for
quotations—

Our booklet, *Successful Advertising Ideas*
—FREE

**The Old King Cole
Papier Mache Co.**
Canton, O.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States
of Iowa, Wisconsin, Minnesota, Nebraska,
Illinois, etc., in the order named.
All subscriptions paid in advance.
Flat rate, 35c.

EGBERT G. JACOBSON

11 EAST 43RD ST., NEW YORK CITY

Designer of Type Layouts
Monographs, Catalogues and Books

Fine editions designed and privately printed

"Dead" Names

PRINTERS' INK subscribers will help their own cause as well as ours by notifying us when changes in organization or departments call for corrections on our mailing list. It is our desire to keep our subscription list absolutely up to date in order to give our readers the best possible service, and we will greatly appreciate co-operation in this direction.

Printers' Ink Publishing Co.
185 Madison Avenue, New York

Validity of the Individual Contract With Retailer

(Continued from page 126)

retail channels than he now enjoys, the conversation broadened to a consideration of consignment selling, or bona-fide agency relations, as a basis for individual contracts. In this connection Mr. Wise remarked:

"The probability of any manufacturer selecting the retail merchants as his sole agents, retaining the possession of his goods, involves so many opportunities for losing sales, involves so much capital that it would be impossible for anyone to adopt that system of marketing his goods in a broad market of the whole United States. He might adopt it for a local section, but it would be very difficult for him to reach a broader market than that."

Pursuing the subject, this specialist declared that operations on a consignment basis would require sufficient, or, rather, "enormous," capital. "You take any one of the large branded articles which have a national demand created for them by national advertising, it would seem that that article could not be sold under such a system except by agents of that company holding consigned goods from that company in a particular stock. Now it would be, to my mind, almost inconceivable that every hamlet, that every little village, every little town, as well as every big town and the districts of every big town, could be colonized with agencies of that kind, but theoretically it is perfectly feasible."

Men who have had, presumably, wider practical experience in the business of the distribution of advertised articles than has Mr. Wise have likewise told Congressmen recently that whatever of the panacea there may be in the idea of the individual contract with the retailer, there can be no solution of existing difficulties via the installment channel. H. C.

Brown, assistant to the general manager of the Victor Talking Machine Company, answering Congressman Sims, who had cited the success of consignment selling in the seed trade, said:

"Mr. Sims asked the question whether it is not the right of every manufacturer to do business on a consignment basis if he wants to maintain his retail prices. It certainly is. But I do not know a manufacturer that is big enough to consign the entire output of his factories. Frankly, I say to you we have not enough money to consign the entire output of the Victor factories."

Debate veered around to the worth of rebate contracts as a bond between manufacturer and retailer. Attorney Wise, quizzed on the legal aspect of this angle, declared that rebate contracts such as those of the American Tobacco Company "would not attach to the article itself, but would furnish that measure of damages in an action at law which would be the result of a breach of the contract."

Phrasing it differently, he said: "That is, the manufacturer could say to the retailer, 'My contract with you is a fixed resale price and a certain price to you thereupon. You have broken your agreement, therefore you are not entitled to the rebate. I sue you for the amount you got from me through the breach of the contract,' and that is the measure of the damage."

Overland Has Factory Branch in Chicago

The Willys-Overland Company, Toledo, has established a factory branch at Chicago, having purchased the business of its distributor in that city. Chicago newspapers were used to announce the purchase.

\$1,125,000 Earnings for Selfridge's

Selfridge's American department store in London, England, reports net profits approximating \$1,125,000 for the year ending January 31st. This is an increase of 50 per cent over the previous year.

Manufacturers

New York City is the strategic center of American business. The Wonder Clock advertising service offers a monthly circulation of 3,500,000 readers in 75 leading moving picture houses of this district.

Your advertisement is shown continuously on an illuminated clock dial four feet in diameter, separate from the main picture screen. 100% efficient. Write at once for information, as but one product at a time can take advantage of this service.

Wonder Clock Advertising Co.

1133 Broadway

New York City

WANTED—

**A Real Assistant
A Hard Worker
A Clear Thinker**

The Sales Manager of a large manufacturing concern needs the services of a young man preferably with previous experience in a Sales Department to handle correspondence, Sales Records, and general detail.

This is a job. Position seekers and clock watchers not wanted. A good salary and opportunity for right party. Stenographic experience would help.

State experience, age, education, reference, etc.

Address—

Monitor Stove & Range Company
CINCINNATI, OHIO

The Little Schoolmaster's Classroom

MOST help-wanted advertisements addressed to boys are so unattractive, so lacking in human interest, that only those youngsters in desperate need of work will take the trouble to reply to them. If, on the other hand, they are so written that they appeal to a boy's ambition and his desire to get started in the world of business, they are almost certain to win his attention and urge him to action.

The Schoolmaster recently saw a good example of this kind of an advertisement in a New York Sunday paper. As it accomplished its purpose where others had failed, it is worth reading. Here it is:

THE BOY WHO TURNS OUT TO BE A MAN

When I was sixteen, Father said, Arthur, the average BOY who starts in as a typist or machine operator of any kind, never gets above it, but the Boy who, through general business experience, can put a level head to work at the thing he likes, *after he finds out what he is best fitted for*, is the BOY who turns out to be a MAN.

The C. Kenyon Company, through its employment department, 754 Pacific Street, three blocks from the Atlantic Avenue Subway Station in Brooklyn, has an opening for two boys sixteen years of age, to start like Arthur did.

Do you want YOUR BOY to earn more in the beginning, or in the end?

Sometimes when boys are wanted it is a good plan to get the co-operation of parents first. The Schoolmaster is in receipt of a letter from one of his pupils, inclosing this advertisement:

FATHERS OF BOYS

If your boy shows a liking for study, keep him at school, but if he wants to go to work and is wasting time at school, have him write us. If he is between 15 and 16 years old and as bright as you think he is, we will put him to work at a boy's job and pay him \$5 a week.

We will keep an eye on him and if he is better than the average he can learn the advertising business and long before he is your age have a dandy job with a big, national advertising agency. Have him write R. H., box 241 Herald.

In commenting upon the above the writer says: "I firmly believe

that if more fathers were interested in the work that their boys do after leaving school we would have a great deal better class of citizens and more efficient men from whom to choose for higher executives. One thing that appeals to me about this advertisement is that if I were seeking the services of an advertising agency I think I might be tempted to get in touch with the agency that used such sound principles in seeking help."

Boys are just as susceptible to the ad-writer's art as their elders. The bare announcement that a boy is wanted in a law office, for instance, does not appeal very much to an up-to-date youngster. If, however, it is stated that he will be advanced in salary as he becomes more efficient in his work, and that when old enough he will be given an opportunity to study law, the advertisement is almost certain to bring to the office the right kind of a boy. Help-wanted advertisements, to be resultful, must be prepared with the same care that is devoted to those designed to sell merchandise.

* * *

Salesmen's conventions, like other things in business, have undergone considerable change. The old-time convention that was little more than a vacation at the home office with a big feed and a general jollification is not nowadays approved by many boards of directors.

It costs a lot of money to bring salesmen in from the firing line where the business battle stretches over a good-sized section of the country. The lost time itself represents a big item, to say nothing of the expense at the home office in preparing for the convention and seeing it through properly. Good business management requires that these conventions be conducted in such a way that they shall pay a dividend, so to speak.

The men in the sales organiza-

tion get a good many orders from the home office—orders from the president, the sales manager, the treasurer, the advertising department, the shipping department, etc. It is likely that nine salesmen out of ten feel that they are ordered too much and consulted too little. It is a good thing, therefore, to have the outside representative come in and have an opportunity to speak his mind on the things that his company is trying to do.

Without attempting to deal with all the features of a successful salesmen's convention the Schoolmaster feels like drawing attention to a practice that a number of organizations are now following—that of having their sales conventions reported verbatim and furnishing each man a printed copy of the report. One concern that has adopted this plan numbers each copy of the report and writes the name of the salesman in a space provided for this on the front cover. Under his name is a notice to the effect that the

company would like to have the report returned to the Home Office in case it should be lost and come into the possession of an outsider. The effect of this plan is to lend fresh interest to the convention proceedings. It was a new experience to some of the men to have their opinions deemed worthy of preservation. Every man had enough natural pride to feel a keen interest in those parts of the report in which his own remarks appear. The printed report afforded opportunity to review the important discussions and the conclusions reached. Last, but not by any means least, the pamphlet was a good document for the president and general manager to send to his directors and some of the large stockholders.

* * *

"Business is an exact science," runs a booklet that has come to the Schoolmaster's desk. "The manufacturer who buys advertising service on faith and not on

Stop That Cold

You don't need to sniff, snuff and sneeze if you know how to get rid of colds—and how to keep clear of them. This Dr. Kellogg tells you how to do in the February issue of **GOOD HEALTH**. You may have this without charge, if you are a "man who decides" about the investment of advertising appropriations. Just write your name and address on your business stationery and let it come to—

Advertising Manager **GOOD HEALTH** 1802 W. Main Street
Battle Creek, Mich.

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries many want advertisements. Best paper. Leading general advertisers use it



Practice Economy with Your Newspaper Advertising Cuts.

Advertisers and advertising agents should order stereos or matrix when in need of cuts for newspapers.

In the case of large lists there is a tremendous saving and stereos are better than electrotypes for newspaper copy. Much time can be saved also.

We make a specialty of stereos and mats

WORRELL & DERINGER

251 William St., New York

Tel. Worth 587

THE EMPIRE MAT

"Printers to the discerning advertiser"

House Organs
Folders and Booklets
Advertising Composition



BARR & HAYFIELD, Inc.

Quality Printing

157-159 WILLIAM ST., NEW YORK CITY

Telephone, Beekman 2311

PAUL BROWN
COMMERCIAL ARTIST

16th FLOOR
TIMES BLDG
NEW YORK
TELEPHONE
BRYANT 7357



"CLIMAX"
SQUARE-TOP
PAPER CLIPS

have proved their superiority to thousands of satisfied users. Send for samples and prove to your own satisfaction that they are the BEST and MOST ECONOMICAL.

Packed 10,000 to box
F. O. B. Buffalo

10,000.....	15c per	1,000
50,000.....	10c per	1,000
100,000.....	8½c per	1,000
500,000.....	8c per	1,000

Buffalo Automatic Mfg. Co.

457 Washington St., Buffalo, N. Y.

facts tempts fortune; his venture is a pure gamble." No one believes more heartily than the Schoolmaster in the desirability of corraling facts as foundation-stones for advertising campaigns. But it is folly to talk about advertising or any other branch of business being an "exact science." Buying is a branch of merchandising and a highly important one. Did there ever live a man running a store who could tell, in advance of his buying, exactly what the public that he catered to wanted, just how much they wanted and when? A great deal of bargain advertising is made necessary by the fact that buying, no matter how carefully done, is sure to be more or less inexact. Even in so simple a matter as that of sizes, the buyer will miss the mark a little most of the time. Let the advertiser get all the facts he can dig up; armed with them he nevertheless needs considerable faith if he is to make any headway in advertising, for of necessity, in most lines of advertising effort, much of his result will be in "things not seen." As a New York advertising agent recently remarked, the advertiser who is most likely to do big things is the man who has a bit of the gambler in him.

* * *

Why should we apologize for the uncertainties and the indeterminate things in advertising? We are unnecessarily thin-skinned about this. The Schoolmaster recently sat for a full day in a conference of manufacturers, listening to technical discussions on the so-called scientific and engineering side of the one business represented by the group. It was astonishing, and yet somewhat comforting (to an advertising man, at least!), to hear the manufacturing experts confess that they were largely at sea as to many of the important things connected with the producing end. A paper read on the German views of some of the topics under discussion showed that even in the country where efficiency is almost a religion, there was an almost

evenly balanced difference of opinion—each side supported by apparent sound facts—on some of the important phases of manufacturing. When you begin to worry because of the uncertainties in advertising, because of the margin that you can't prove and have to take on faith or not at all, just look closely into a few other great businesses and catch some of the whispers passed by those who know most about the inside workings. You will at once begin to cheer up.

"I Am"

"I AM"
THE LAST I hope
BUT NOT the least
OF ALL the other
THOUSANDS AND thousands
OF "I am" effusions—
FIRST THE Printin' Press,
THEN THE butcher
THE BAKER and
THE CANDLESTICK maker.
"I-AM'D" through
OUR MUDDLED midst;
But "I am"
THE THAN-whomer
OF ALL I-ams."
I KNOW it
AND ADMIT it,
'Cause I'VE received
ALL THE "I am" circulars
OR THE most of 'em—
AND "I am"
THE WASTE basket
"I M."

—L. R. B.

Joins Gurney Ball Bearing Company

C. A. Call, formerly connected with the advertising department of the General Electric Company, and more recently manager of publicity for the Terry Steam Turbine Company, has become assistant sales manager and advertising manager of the Gurney Ball Bearing Company, of Jamestown, N. Y.

Olds Motor Works Appoints Sales Manager

P. L. Emerson, for many years engaged in the merchandising of agricultural implements, has been appointed general sales manager of the Olds Motor Works, at Lansing, Michigan.

WANTED

House Organ Editor

One who has had previous experience. Must be capable and have original ideas. Apply by letter only. Mention previous and present position. Excellent opportunity for the right man. Answers strictly confidential.

Dept. A

The Great Atlantic & Pacific
Tea Co.

Box 290, N. Y. City

CHARLES FRANCIS PRESS

is especially equipped to handle and expedite orders for high grade

Process Color House Organs

and kindred printing. Service—Best.

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 53rd to 54th Sts., NEW YORK

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose labels. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

McCOURT LABEL CABINET CO.
H. H. BLACK, Pres.
53 Bennett St., Bradford, Pa.

"GIBBONS Knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

HELP WANTED

Art service in New York has opening for solicitor. *Opportunity for right man.* Box 714, care PRINTERS' INK.

Wanted at Once

A-1 Salesman that Can Sell Signs. Big Commissions. Exclusive Territory. Year around proposition. *Write now to* Crystal Adv. Co., Zanesville, O.

Printing salesman controlling trade can make a good connection with well-rated plant in establishing his own business. Exceptional opportunity. Address Box 719, care PRINTERS' INK.

ARTIST FOR "DUMMIES"

Young artist wanted to work with an idea and plan man. Chief work making preliminary dummies, and some finished work. Excellent chance for advancement. Box 734, care Printers' Ink.

Advertising Agency needs copywriter—a substantial producer of good copy, experienced in creating strong layouts, familiar with the details of copy production. Write fully in confidence concerning past work. Box 715, care PRINTERS' INK.

ADVERTISING SOLICITOR

For high class mechanical trade journal in New York City and Eastern territory. Trade paper experience necessary. State record of business closed, age, experience, references. Box 738, care Printers' Ink.

A REAL opportunity here in New York City for a writer of good advertising copy. Young man wanted. Preferably one who has had reportorial experience on a daily newspaper. Must have ideas. State salary expected and work formerly done. L. E. R., Box 716, care PRINTERS' INK.

Sales Correspondent

Somewhere there is a Sales Correspondent with an electrical engineering education who can put personality and puffing power in his correspondence, and who feels that he would like to affiliate with a company where his ability will be appreciated. Tell us all about yourself and we will treat it in confidence. Address Box 723, care Printers' Ink.

Wanted—Agency, location New York City, requires man with thorough knowledge of typographical layouts, engraving, printing, take charge of their service department. Submit in confidence samples of work and state salary expected. Box 728, Printers' Ink.

WANTED:—Immediately—an earnest, progressive subscription solicitor for high grade trade paper. Salary and expenses. Young man, single, with some experience preferred. Send references and record of past employment. Address Box 721, care Printers' Ink.

Advertising Solicitor and Service Salesman for established export publication. Salary, commission and an excellent opportunity for experienced successful producer. Full particulars required. Strictly confidential. Box 718, P. I.

WANTED—A woman copywriter, preferably one experienced in writing copy on household needs; one who can correctly anticipate the housewife's point of view on subjects pertaining to cooking and housekeeping. Box 720, care PRINTERS' INK.

MANUFACTURER'S SALESMANAGERS

SIX OF YOU, WHOSE LINES ARE NOT GETTING PROPER RECOGNITION IN BUFFALO AND WESTERN NEW YORK, CAN GET THE RESULTS YOU WANT THROUGH MY OFFICE. I WILL HANDLE ONLY ONE PRODUCT IN A GIVEN CLASS. BOX 717, CARE P. I.

IMPLEMENT MAN

Sales Manager

For special line of implements, with national distribution, manufactured by an old, reliable firm.

A splendid opportunity for broad, creative work along educational sales promotion lines.

Only a first-class man will be considered and the salary and opportunity will be commensurate with his ability.

Replies strictly confidential.

Address Box 722, care Printers' Ink.

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**A New York Agency
Requires NOW—**

An artist of unusual originality, capable of making his own layouts and hand lettering.

Ideas must be unusual and the man must be a fast worker. Absolutely finished drawings only needed occasionally. Reasonable salary to start with, profit sharing plan on any ideas originated that are sold for advertising campaigns. Submit samples of work in first letter. Box 729, care Printers' Ink.

OFFICE MANAGER—PLUS

One of our clients, the largest manufacturer of his line, has an opening for a man as office manager. Must have broad experience in office detail, routine and sales correspondence—man who has learned the art of accomplishment in directing detail. He must have initiative and be forceful, tactful, ambitious—a clear thinker. Some previous contact with advertising desirable, but not essential. Salary to start will probably range between \$2500 and \$3000, based on experience and ability—only a man who can broaden into a big future will be considered. Apply by mail only, stating fully experience, age, and why you think yourself fitted for this position. **McLAIN-HADDEN-SIMPERS CO.**, 210 W. Washington Square, Philadelphia.

MISCELLANEOUS

Advertising plays and educational industrial pictures are made and distributed by the **E. I. S. Motion Picture Corp.**, 205 W. 40th St., New York City.

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort. 4968.

12¢ a Sheet Posts R.I.
PANELLED & PILLARED BOARDS LISTED GUARANTEED SHOWING
 ADDRESS UNION TRUST BLDG., PROVIDENCE R.I.
Standish-Barnes Co.

POSITIONS WANTED

DISTINCTIVE RESULT PRODUCING ADVERTISEMENTS AND SALES LETTERS. WRITER WITH BEST EXPERIENCE. BOX 730, CARE PRINTERS' INK.

Buyer of Printing

Practical superintendent will save you 20% on your bills. Try him. Box 727, care Printers' Ink.

**Assistant to
Advertising Manager**

Young man, academic training; 16 yrs. exp. typography, layout, proofreading, copywriting, sales. References. Box 737, care Printers' Ink.

Successful newspaper advertising solicitor and writer of long experience and clean record wants to connect with daily in city of 25,000 to 80,000—Southwest preferred. Address Box 724, care Printers' Ink.

THE SPARE TIME

of a high grade woman copywriter is available for magazine and house-organ work, special articles and advertising copy. Box 739, care Printers' Ink.

Manager of Printing Plants

High-grade designs, saves time, improves trade. Moderate. Try him. Box 726, care Printers' Ink.

Young man, 25, well educated, wants position with agency or manufacturer, as assistant advertising manager. At present advertising manager for small manufacturer. Salary \$1,800 to start. Experienced in trade paper copy, catalogues, folders, etc. Box 733, P. I.

Some advertising manager or agency can use man with some selling experience now studying the business, and wishing to further his practical knowledge under capable man. Well educated and original. Reply to Box 725, care Printers' Ink, 1 Beacon St., Boston.

Am familiar with advertising methods, layouts, type, proofreading, etc. Newspaper experience. Age 30. Would qualify as assistant to manager or could handle the advertising for a small concern. Pacific coast preferred. Box 731, care P. I., 1720 Lytton Bldg., Chicago.

Advertising Man

Now agency Plan-Copy-Man. Has ably planned, handled advertising of large institutions—manufacturing, technical mail order—magazine, trade paper, newspaper, booklets, folders. College graduate (32) seeks real opportunity with manufacturer or established agency. Box 736, care Printers' Ink.

The writer (39), with 14 years' experience in the advertising business as agent, solicitor and manager, wishes an opportunity to use his constructive selling managerial ability. Has also: health, education, personality, energy, successful record, perfect references. Is capable of doing any big advertising job. **Mark A. Selsor**, 37 West 39th St., New York.

Advertising Writer

with knowledge of drawing and ability to plan original layouts desires to connect with New York agency or manufacturing concern. Wide experience in sales promotion work gained as advertising manager of national account. Now employed, but wishes better opportunity. Box 735, care Printers' Ink.

Advertising man, broad experience with wide range of industries—many nationally known—wants position or piece work; prepared many campaign plans, writes powerful copy for magazine, newspaper and direct advertising; a thoroughly well-rounded and carefully trained man capable of taking entire charge of department; fourteen years New York advertising agency and technical magazine experience. Box 732, care Printers' Ink.

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No. 11 of a Series

No Change of Policy
No Change of Form
No Stunts

are responsible for
the steady growth of

Scribner's
Magazine

¶ Advertising at the rate of
\$225.00 a page if three or more
pages are used within one year

A New High Water Mark

The paid circulation of
the Sunday edition of

The Chicago Tribune

for Sunday, February 11th, was
the highest in its history,

692,470

PRINTERS'

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City



VOL. XCVIII

NEW YORK, FEBRUARY 22, 1917

No. 8



House-Tops from Earth's Depths

To help men get good roofs; to reduce repair and repaint bills—that's the purpose of the Vermont Slate Manufacturer's Publicity Bureau.

By actual plans and pictures, facts and figures, the Bureau is showing many men the whys and wherefores of Vermont Seagreen Slate for roofing.

This slate, dug from the depths of Vermont quarries, is just cleft and cut, then ready to roof. It's a Nature-made roofing with Nature's inherent beauty.

The task of presenting this free service to the Nation has been entrusted to Advertising Headquarters. It is a work in which we are much interested.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

Ask Washington About the Farmer

Last year the American Farmer got a *two billion* dollar raise of income.

A report issued by the Department of Agriculture on January 14 of this year shows that in spite of the crop shortage the farmers made more money last year than ever before in the history of the country.

The farm income of 1916 beat that of 1915 in every state. In some instances the 1915 income was nearly *doubled*.

* * *

Give these figures a second thought.

Somebody paid out two billion dollars more last year for farm products and got *less* for their money at that.

Who paid it? Why, the city man of course. When he sees these figures he will understand a lot of things that have been puzzling him about the high cost of living.

But the main thing after all is what *you* are going to do about it.

The Standard Farm Papers are the papers that are read by the men who got a large share of that two billion dollar raise.

Because the Standard Farm Papers are the ones that are bought by the men with whom farming is a business, not a pastime.

These papers deal with the problem of making farming a more profitable business.

And each paper is a specialist and an authority in its chosen line. You can't talk generalities to the farmer and get away with it for long. You've got to deliver the goods.

All Standard Farm Papers are members of A. B. C.

Service to the reader means service to the advertiser. The Standard Farm Papers deliver service to both.



THE STANDARD FARM PAPERS

ARE

Progressive Farmer
Established 1886

**Birmingham, Raleigh
Memphis, Dallas**

The Wisconsin Agriculturist
Established 1877

The Indiana Farmer
Established 1845

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1845

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

Wallaces' Farmer
Established 1895

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building
Chicago